

SWALE BOROUGH COUNCIL

PLAYING PITCH STRATEGY

FINAL ASSESSMENT REPORT

AUGUST 2015

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 1: INTRODUCTION

This is the Swale Playing Pitch Assessment Report prepared by Knight Kavanagh & Page (KKP) for Swale Borough Council (SBC).

This factual report presents a supply and demand assessment of playing pitch facilities in accordance with Sport England's methodology 'Towards a Level Playing Field'. The specific objectives are to provide:

- ◀ An audit of existing provision detailing quantity, quality and accessibility.
- ◀ An assessment of local demand for playing pitches.

Why the PPS is being developed

Swale Borough Council commissioned a review of the Council's strategic approach to provide sport and leisure opportunities in the Borough. As part of that review it was identified there was a need to update the previous Playing Pitch Strategy (2008).

1.1 Key drivers

From a Council perspective, the PPS is a key evidence base for the review of spatial planning policy. The Playing Pitch Strategy will support the aspirations of the Council's Core Strategy and the developing Community Infrastructure Levy Framework. Furthermore, the key drivers for the work include:

- ◀ Opportunities to rationalise Council provision of pitches (if appropriate).
- ◀ Suitable opportunities to enter into Community Use Agreements with schools and private sites.
- ◀ A strategy to make optimum use of the available pitches across the Borough
- ◀ A basis to develop strategic guidance for the Council and its partners on future maintenance and provision (up to 2017).
- ◀ Opportunities for reviewing maintenance budgets for SBC owned sites.

Vision

The vision is consistent with local aspirations to improve health and well-being by increasing the number of people who are physically active and will help to transform sport. Therefore, in keeping with the key themes of the 'Sport and Physical Activity Framework for Swale 2012-2017 - Move Ourselves', the vision for Swale is:

To ensure that the people of Swale have access to high quality appropriate outdoor sports facilities so they are motivated to be more active and healthier and reach their potential

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Objectives

In order to be clear about how the vision will be achieved, the following objectives were identified.

- ◀ To undertake a qualitative evaluation of the known pitches in the Borough.
- ◀ To engage all relevant stakeholders and council departments as part of the consultation.
- ◀ To produce a five year strategy (up to 2017) including current and future provision requirements.
- ◀ To reflect the needs of the Council's partners such as Active Swale, local football leagues and Kent County Council and other education providers and local health services.
- ◀ To reflect the needs of the national governing bodies of sport; football, cricket, rugby union and hockey.

Management arrangements

The project team (KKP) was responsible for the day to day development of the PPS and ensuring tasks were completed in line with the project plan. In order to ensure effective and continued PPS management, a project team comprising representatives from the Council and KKP was formed.

Whilst there was no steering group formed it should be noted that all relevant parties have been fully engaged throughout the duration of the assessment.

Assessment data was identified and collated between September and December 2012. Although this was not considered ideal for all sports, particularly cricket (this period was out of season), the timescales were agreed to ensure these were in line with the Council's Core Strategy and Community Infrastructure Levy framework.

It focuses on reporting the findings of the extensive research, consultation, site assessment, data analysis and GIS mapping work to deliver:

- ◀ An analysis of qualitative site visits.
- ◀ A summary of consultation with a variety of stakeholders, including local authority officers, Sport England, national governing bodies of sport (NGBs) including county associations, leagues, clubs and education establishments.
- ◀ Supply and demand analysis.

The following outdoor sports facilities are included:

- ◀ Grass football pitches
- ◀ Cricket pitches (including non turf)
- ◀ Grass rugby (union) pitches
- ◀ Artificial grass pitches (AGPs)

Each section provides a quantitative summary of provision and a map showing the distribution of facilities. It also provides information about the availability of facilities to/for the local community and, the details of the governing body of each sport and strategic plans (where they exist). Local league details are provided, where possible, in order to outline the competitive structure for each sport. The findings of club consultation and key issues for each sport are also summarised.

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PART 2: CONTEXT

Consideration of the national context is paramount. The following section outlines a series of national, regional and local policies pertaining to the study and which have an important influence on the Strategy.

2.1: National context

Sport England: A Sporting Habit for Life (2012-2017)

In 2017, five years after the Olympic Games, Sport England aspires to transforming sport in England so that it is a habit for life for more people and a regular choice for the majority. The strategy will:

- ◀ See more people starting and keeping a sporting habit for life
- ◀ Create more opportunities for young people
- ◀ Nurture and develop talent
- ◀ Provide the right facilities in the right places
- ◀ Support local authorities and unlock local funding
- ◀ Ensure real opportunities for communities

Sport England Strategy (2011/12 – 2014/15)

The vision is for England to be a world leading sporting nation where many more people choose to play sport. There are five strategic themes including:

- ◀ Maximise value from current NGB investment
- ◀ Places, People, Play
- ◀ Strategic direction and market intelligence
- ◀ Set criteria and support system for NGB 2013-17 investment
- ◀ Market development

Sport England Youth and Community Strategy 2012 – 2017

Launched in January 2012 the strategy sets out how Sport England will invest over one billion pounds of National Lottery and Exchequer funding during the five year plan period. The investment will be used to create a lasting community sport legacy by growing sports participation at the grassroots level following the 2012 London Olympics.

The aim by 2017 is to ensure that playing sport is a lifelong habit for more people and a regular choice for the majority. A specific target is to increase the number of 14 to 25 year olds playing sport. To accomplish these aims the strategy sets out a number of outcomes:

- ◀ 4,000 secondary schools in England will be offered a community sport club on its site with a direct link to one or more NGBs, depending on the local clubs in a school's area.
- ◀ County sports partnerships will be given new resources to create effective links locally between schools and sport in the community.
- ◀ All secondary schools, who wish to do so, will be supported to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
- ◀ At least 150 further educational colleagues will benefit from a full time sports professional who will act as a College Sport Maker.

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- ◀ Three quarters of university students aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.
- ◀ A thousand of our most disadvantaged local communities will get a Door Step Club.
- ◀ Two thousand young people on the margins of society will be supported by the Dame Kelly Holmes Legacy Trust into sport and to gain new life skills.
- ◀ Building on the success of the Places People Play, a further £100 million will be invested in facilities for the most popular sports.
- ◀ A minimum of 30 sports will have enhanced England Talent Pathways to ensure young people and others fulfil their potential.

National Planning Policy Framework

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

The NPPF states the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative and qualitative deficiencies and surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

As a prerequisite the NPPF states existing open space, sports and recreation sites, including playing fields, should not be built on unless:

- ◀ An assessment has been undertaken, which has clearly shown that the site is surplus to requirements.
- ◀ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
- ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

In order for planning policies to be 'sound' local authorities are still required to carry out a robust assessment of need for open space, sport and recreation facilities. We advocate that the methodology to undertake such assessments should still be informed by best practice including Sport England's 'Towards a Level Playing Field' (TALPF) and previous planning policy (i.e., Planning Policy Guidance 17 (PPG17)). Despite the latter being replaced by the NPPF it still offers relevant guidance about undertaking a needs assessment.

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Towards A Level Playing Field

The aims and objectives outlined in PPG17 and its companion guide are reiterated in the Sport England Playing Pitch Strategy Methodology, 'Towards a Level Playing Field' (February 2003). Sport England strongly recommends that each local authority has an up to date playing pitch strategy. The benefits of having a playing pitch strategy are identified as follows:

<p>Corporate and strategic</p> <ul style="list-style-type: none"> ◀ It ensures a strategic approach to playing pitch provision. ◀ It provides robust evidence for capital funding for sports pitch improvement (to support applications to agencies such as the Football Foundation, Heritage Lottery Fund and Sport England). ◀ It helps deliver Government policies. ◀ It helps demonstrate the value of leisure services. ◀ It improves understanding of the quality and standard of sports pitches and associated changing (and other ancillary) facilities and the extent to which they encourage and enable more people to take part and enjoy pitch sports. ◀ It can assist in bringing specific sites back into active use and as a framework to assess sports club requests for improved sites and facilities. ◀ It can guide sports pitch provision and improvements through the secondary and primary school capital and regeneration schemes.
<p>Planning</p> <ul style="list-style-type: none"> ◀ It is one of the basic tools for identifying needs and priorities of local communities, particularly in relation to establishing a local standard for playing pitch provision. ◀ It allows the presentation of a coherent, up to date assessment and strategy to Sport England in its role as statutory consultee – when the planning authority is faced with development proposals that affect sports pitches. ◀ It provides a basis for establishing the requirement for new pitches or improvements to the quality of existing pitch sites that arise from new housing developments and the use of CIL/ Section 106 Agreements. ◀ It is one of the best tools to justify protection of pitches in the face of rising development pressure on pitch sites for alternative uses, particularly with respect to new housing in order to meet regional targets. ◀ It provides an important evidence base, which is part of a holistic approach to open space improvement and protection. ◀ It establishes a policy framework against which to justify existing or new recreation allocations for playing pitches/other leisure activities.
<p>Operational</p> <ul style="list-style-type: none"> ◀ It can result in more efficient use of resources. ◀ Quality of provision can be enhanced.
<p>Sports development</p> <ul style="list-style-type: none"> ◀ It helps identify where community use of school sports pitches is most needed. ◀ It provides better information to residents and other users of sports pitches. ◀ It promotes sports development and can help unlock latent demand.

The approach and guidance outlined in 'Towards a Level Playing Field' are fully endorsed by Sport England and the former Central Council for Physical Recreation (CCPR), now Sport & Recreation Alliance, as the most appropriate way of providing detailed local assessments of playing pitch requirements and, as such, have been used in this study. Detail of the methodology is outlined later in this document.

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NPPF requires local authorities to undertake detailed local assessments to provide evidence as a basis for developing a local standard, taking into account the quantity, quality, capacity and accessibility of outdoor sport and recreation facilities.

'Towards a Level Playing Field' does not give definitive instruction on how to calculate local standards for sports pitches but advises that the following are taken into consideration:

- ◀ Only pitches available for community use are to be included in the 'supply' equation
- ◀ Quality of pitches
- ◀ Provision of changing facilities
- ◀ Pitch capacity
- ◀ Future population estimates

A Sporting Future for the Playing Fields of England

It is Sport England's policy to object to any planning application, which will result in the loss of a playing field, unless it meets one of five exceptions as defined in 'A Sporting Future for the Playing Fields of England'. Protection of playing fields was enhanced in 1998 with Circular 9/98 (replaced in 2009 by Circular 02/09), which stipulates that where a local authority is minded to grant planning permission against Sport England's advice on land owned by a local authority or used for educational purposes, then the application should be referred to the relevant Government Office for possible 'call in'.

The Football Association (FA)

The recently published new National Facilities Strategy (2013 – 2015) sets out the FA's long term vision for development of facilities to support the 'National Game'. It aims to address and reflect the facility needs of football within the National Game (defined as all non-professional football from Steps 1-7 of the National League System down to recreational football played on open public space).. Facilities are considered to be crucial to the development of the game in England. One of the main issues raised by 'the Big Grassroots Football Survey' (by 84% respondents) was 'poor facilities'.

The FA's vision for the future of facilities in England is to build, protect and enhance sustainable football facilities to improve the experience of the nation's favourite game. It aims to do this by:

- ◀ Building - Provide new facilities and pitches in key locations to FA standards in order to sustain existing participation and support new participation.
- ◀ Protecting - Ensure that playing pitches and facilities are protected for the benefit of current and future participants.
- ◀ Enhancing - Invest in existing facilities and pitches, ensuring that participation in the game is sustained as well as expanded.

The Strategy commits the FA to deliver in excess of £150m (through the Football Foundation) into facility improvements in line with identified priorities:

- ◀ Natural grass pitches improved – target: 100.
- ◀ A network of new AGPs built – target 100.
- ◀ A network of refurbished AGPs – target 150.
- ◀ On selected sites, new and improved changing facilities and toilets.

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- ◀ Continued small grants programme to address the modest facility needs of clubs.
- ◀ Ongoing support with the purchase and replacement of goalposts.

It also commits to:

- ◀ Direct other sources of investment into FA facility priorities.
- ◀ Communicate priorities for investment across the grassroots game on a regular basis.
- ◀ Work closely with Sport England, the Premier League and other partners to ensure that investment is co-ordinated and targeted

Swale is a priority area for the FA particularly in relation to ensuring there are appropriate facilities across the Borough to service all forms of the game through a programme of improvements to existing stock and development of new stock to address the deficiencies and facility limitations.

England and Wales Cricket Board (ECB)

Grounds to Play, ECB Strategic Plan (2010 – 2013) continues to focus on four pillars, as identified in the previous strategy, Building Partnerships. The pillars are:

- ◀ Energising people and partnerships to deliver national goals at local level:
 - ◀ Having streamlined the management of ECB and established the County Boards, where feasible, services currently provided from the centre will be transferred to County Boards;
 - ◀ Enhance asset growth through continuing interest free loans to community clubs, expanding NatWest Cricket Force, seeking to support corporate or public sector cricket grounds under threat of closure through the England and Wales Cricket Trust, and seeking to expand partnerships for Indoor Cricket.
- ◀ Vibrant domestic game.
- ◀ Enhancing facilities, environments and participation:
 - ◀ The focus of this plan will be on providing facilities to sustain participation levels rather than a focus on a substantial increase in participation;
 - ◀ The Cricket Foundation's 'Chance to Shine' programme has been an outstanding success in reintroducing cricket into state schools. ECB will prioritise investment in the programme;
 - ◀ To further expand club/ school links and position the cricket club at the heart of the community, ECB will provide £1.5 million per annum capital improvement grants to local clubs that make their club facilities available to the local community and to local schools.
- ◀ Successful England teams.

The following actions executed during the duration of Building Partnerships provide a strong base for this new plan. Actions include:

- ◀ Streamlining ECB governance
- ◀ Building participation by more than 20% per annum (as measured through ECB focus clubs and County Boards)
- ◀ Developing women's cricket
- ◀ Attracting volunteers

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- ◀ Expanding cricket's spectator base
- ◀ Introducing grants and loans to clubs
- ◀ Developing disabilities cricket

The theme of this plan therefore progresses to Grounds to Play and it is in the areas of facilities and coaches where ECB investment will be focussed. Partnership funding and support will play a key role in the delivery of actions and maintaining the strength of the pillars.

Rugby Football Union (RFU)

The recently launched National Facility Strategy 2013-2017 provides a framework for the development of high-quality and well-managed facilities that will help to strengthen member clubs and grow the game in communities around them. In conjunction with partners, it will assist and support clubs and other organisations to continue to provide quality opportunities for all sections of the community to enjoy the game.

It sets out the broad facility needs of the sport and identifies investment priorities to the game and its key partners. It identifies that with 470 grass root clubs and 1500 players there is a continuing need to invest in community club facilities in order to:

- ◀ Create a platform for growth in club rugby participation and membership, especially with a view to exploiting the opportunities afforded by RWC 2015.
- ◀ Ensure the effectiveness and efficiency of rugby clubs, through supporting not only their playing activity but also their capacity to generate revenue through a diverse range of activities and partnerships.

The priorities for investment which met the needs of the game for the previous strategy period remain valid. These are to:

- ◀ Increase the provision of changing rooms and clubhouses that can sustain concurrent adult and junior male and female activity at clubs
- ◀ Improve the quality and quantity of natural turf pitches and floodlighting
- ◀ Increase the provision of AGPs pitches that deliver wider game development

It is also a high priority for the RFU to target investment in the following:

- ◀ To upgrade and transform social, community and catering facilities, which can support the generation of additional revenues
- ◀ Facility upgrades, which result in an increase in energy-efficiency, in order to reduce the running costs of clubs
- ◀ Pitch furniture, including rugby posts and pads, pitch side spectator rails and grounds maintenance equipment

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England Hockey (EH)

'The right pitches in the right places'

In 2012, EH released its facility guidance which is intended to assist organisations wishing to build or protect hockey pitches for hockey. It identifies that many existing hockey AGP's are nearing the end of their useful life as a result of the installation boom of the 90's. Significant investment is needed to update the playing stock and protect the sport against inappropriate surfaces for hockey as a result of the rising popularity of AGP's for a number of sports.

EH were seeking to invest in, and endorse clubs and hockey providers who have a sound understanding of the following:

- ◀ Single System – clubs and providers who have a good understanding of the Single System and its principles and are appropriately places to support the delivery.
- ◀ ClubsFirst accreditation – clubs with the accreditation are recognised as producing a safe effective and child friendly hockey environment
- ◀ Sustainability – hockey providers and clubs will have an approved development plan in place showing their commitment to developing hockey, retaining members and providing an insight into longer term goals. They will also need to have secured appropriate tenure.

2.2: Local context

Strategy	Summary	Relevance to PPS
Swale Corporate Plan: 2012 – 2015	<p>The Plan sets out what the Council aims to achieve for its residents over the next three years. It is organised around its three interlinked corporate priorities:</p> <ul style="list-style-type: none"> ◀ Embracing Localism ◀ Open for Business ◀ Healthy Environment <p>It focuses on areas of change and improvement rather than attempting to cover everything the council does. Its key values are:</p> <ul style="list-style-type: none"> ◀ Fairness - being objective to balance the needs of communities. ◀ Integrity - being open, honest and taking responsibility. ◀ Respect - embracing and valuing the diversity of others. ◀ Service - delivering high quality, cost effective public service. ◀ Trust - delivering on promises to each other, customers and partners. 	<p>'Priorities include developing a framework for sport and physical activity in Swale'</p> <p>SBC is open to investigate opportunities for local management of sites where appropriate</p>
Swale Sustainable Communities Plan (Section –	<p>The aim of this Plan is to provide a direction for Swale and is relevant to everybody who lives, works and visits the Borough and it:</p> <ul style="list-style-type: none"> ◀ Sets out a vision for Swale to encourage a common purpose and aspiration for the future of the Borough. ◀ Identifies the priorities to help guide organisations who will deliver change, especially local authorities and other public agencies. ◀ Provides a clear picture to the outside world of what 	<p>Policy objective includes 'to reduce crime and anti social behaviour and to provide accessible, healthy, safe but interesting public spaces and recreation facilities</p>

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Strategy	Summary	Relevance to PPS
Ambitions for Health)	<p>is important to the residents of Swale.</p> <ul style="list-style-type: none"> ◀ Ensures that the priorities are clear and funding is spent in the right way. 	<p>where there are fulfilling opportunities for everyone'</p>
	<p>The Strategy sets out a statement of the kind of place that they want Swale to be in the future, and provides a basis for local organisations to work together to improve the social, economic and environmental prospects for the Borough.</p>	<p>One of its eight priorities include 'ambitions for Culture, with diverse sporting, leisure and cultural</p>
	<p>Swale exhibits significant health inequalities, reflecting the economic divergences that exist between the most disadvantaged wards (on the Isle of Sheppey and in Sittingbourne) and the more affluent parts of the Borough. Ambitions for Swale seeks to reduce these inequalities, improving the health outcomes for those in the Borough have most deprived communities.</p>	<p>opportunities for all'</p>
Swale Draft Core Strategy (2012)	<p>The Draft Core Strategy details the development plans and planning policy for Swale over the next 20 years. It promotes an employment led plan supported by other developments through sustainable growth. Ultimately the aim is for a better efficiency and self containment.</p> <p>The Council's vision is that by 2031 Swale will be known by the fruits of its endeavour. Key to achieving the vision is the delivery of 12 strategy objectives:</p> <ul style="list-style-type: none"> ◀ Adapt to climate change with innovation, reduced use of resources, managed risk to our communities and opportunities for biodiversity to thrive. ◀ Use coastal assets to support a strong economy and a sustainably managed environment. ◀ Support economic success and improve community wellbeing with a network of maintained, protected and improved natural assets in town and country. ◀ Use historic and natural assets to drive regeneration, tourism and environmental quality. ◀ Strive for high quality design to bring better quality of life and self-confidence to communities. ◀ Support sectors that can build on strengths, diversify economy, promote investment in skills, and develop distinct opportunities in pursuit of greener and pioneering technologies. ◀ Bring economic growth, regeneration and community development, especially to the most deprived communities. ◀ Support farming and food sectors so that they are at the forefront of increasing food security, reducing food miles and increasing local food consumption. ◀ Provide the right housing to support regeneration and stronger, greener communities. ◀ Develop tourism and culture to support regeneration, employment growth, communities and environmental management. ◀ Improve prosperity and environmental quality with efficient and sustainable transport networks. ◀ Ensure timely delivery of the services and 	<p>Key planning principles include 'Health and well-being – protecting and enhancing health facilities and promoting healthy living Spaces' and 'Community Facilities provision – making the best use of existing community facilities and public utilities and ensuring new provision where necessary to meet the needs of new development'</p>

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Strategy	Summary	Relevance to PPS
	<p>infrastructure to support strong communities.</p> <p>Chapter 7.14 of the Core Strategy sets out the Open Space and Recreation Standards for Swale. It states that the main role of the planning system is to ensure there is enough accessible provision that is managed and maintained to a sufficient quality.</p> <p>Policy DM17 details the proposals for new developments in order to meet open space, sports and recreational needs. It states that where developments will result in a shortfall of provision, developer funding will be sought. The policy also identifies the need to address identified deficiencies of formal outdoor sport facilities in Faversham and the Isle of Sheppey.</p>	
<p>Open Space Strategy (2009 – 2014)</p>	<p>Its aim is to maximise the potential, transforming perceptions and re-engaging communities with the inherent 'Spirit of Swale'. The vision will reflect a confident, contemporary and innovative approach to sustainable design and management and provide a refuge for biodiversity.</p>	<p>'Provides a guide in the development of a strategy for future development of different types of open space (including outdoor sports facilities), and serves as evidence to support the Council's requirements for contributions from developers where planned developments create an additional demand for different types of space'.</p>
<p>A Sport and Physical Activity Framework for Swale 2012-2017 - Move Ourselves</p>	<p>The framework sets out a vision for sport and activity for Swale and includes the main priorities over the next five years. It has been set up as a tool to try and encourage people to be fit and active. It categorises each sport and physical activity (SPA) into either 'unstructured and informal SPA' which includes sports and activities such as leisure walking, dance and leisure cycling or 'structured and formal SPA' including ones such as club sports, school sports/physical education and fitness training.</p> <p>Swale residents, schools, businesses and various other stakeholders were asked about their needs and priorities and it found that "71% of people would like to do more sport and physical activity".</p>	<p>'targeted activities including football will be focus as well as target groups (to increase participation) and target places; areas of deprivation, local sports clubs and schools'</p>

KKP has not undertaken a comparison of the neighbouring local authorities Paying Pitch Strategies as these are not robust and up to date.

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PART 3: PARTICIPATION TRENDS

It is important that participation trends are clearly understood and reflected upon particularly in the context of the development of the Playing Pitch Strategy. The following section uses Sport England participation analysis tools to provide a detailed understanding of the key participation trends in Swale.

3.1: Active People Survey

The Active People Survey (APS) provides statistics on participation for all local authorities in England. It can be used to identify how participation varies from place to place and between different population groups. It also gathers data on the type, duration and intensity of people's participation in different types of sport and active recreation, as well as sports volunteering, club membership, tuition from an instructor/coach, participation in competitive sport and satisfaction with local sports provision. Now in its sixth year, APS 6 field work commenced in October 2011.

Table 3.1: Active People survey KPIs

KPI			National (NAT) %	Kent	Swale Borough
1 session a week (at least 4 sessions of at least moderate intensity for at least 30 minutes in the previous 28 days)*	APS3	%	35.7%	32.9%	31.2%
	APS4		35.3%	33.2%	29.0%
	APS5		34.8%	33.5%	31.4%
KPI 2 - At least 1 hour a week volunteering to support sport (all adults)	APS3	%	4.7%	5.1%	3.9%
	APS4		4.5%	4.9%	4.2%
	APS5		7.3%	7.7%	6.2%
KPI 3 - Club member (all adults)	APS3	%	24.1%	23.4%	23.6%
	APS4		23.9%	25.4%	24.0%
	APS5		23.3%	24.5%	22.8%
KPI 4 - Received tuition from an instructor or coach in last 12 months (all adults)	APS3	%	17.5%	17.1%	17.3%
	APS4		17.5%	16.3%	15.0%
	APS5		16.2%	15.6%	13.1%
KPI 5 - Taken part in organised competitive sport in last 12 months (all adults)	APS3	%	14.4%	15.1%	18.0%
	APS4		14.4%	14.7%	15.0%
	APS5		14.3%	15.1%	14.6%

In general terms, participation trends currently in Swale are slightly below Kent and England averages and levels have dropped, particularly since 2007/8. Across most KPIs 'below average' levels are recorded compared to national and regional averages. KPI 5 shows that since 2008/09 there has been a significant decrease in the percentage of adults taking part in organised competitive sport (from 18% in 2008/09 to 14.6% in 2010/11). However, despite the decrease, the percentage is still currently higher than the national level but slightly lower than the Kent level.

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3.2: Market segmentation

Sport England has developed a segmentation model with 19 ‘sporting’ segments to help better understand attitudes, motivations and perceived barriers to participation.

Knowing which segment is most dominant in the local population is important as it can help direct provision and programming. For example, whilst the needs of smaller segments should not be ignored, it is useful for Swale Borough Council to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

Table 3.2: Swale: Sport England market segmentation

Code	Name	Description	Number (000s)	Rate %
A01	Ben	Competitive Male Urbanites	4.1	4.1
A02	Jamie	Sports Team Drinkers	4.0	4.0
A03	Chloe	Fitness Class Friends	3.9	3.9
A04	Leanne	Supportive Singles	3.6	3.5
B05	Helena	Career Focused Females	3.5	3.5
B06	Tim	Settling Down Males	9.1	9.0
B07	Alison	Stay at Home Mums	5.6	5.5
B08	Jackie	Middle England Mums	6.0	6.0
B09	Kev	Pub League Team Mates	5.2	5.1
B10	Paula	Stretched Single Mums	4.1	4.0
C11	Philip	Comfortable Mid-Life Males	9.8	9.7
C12	Elaine	Empty Nest Career Ladies	6.0	5.9
C13	Roger & Joy	Early Retirement Couples	8.9	8.8
C14	Brenda	Older Working Women	4.6	4.6
C15	Terry	Local ‘Old Boys’	3.8	3.8
C16	Norma	Later Life Ladies	1.8	1.8
D17	Ralph & Phyllis	Comfortable Retired Couples	3.5	3.4
D18	Frank	Twilight Year Gents	4.9	4.9
D19	Elsie & Arnold	Retirement Home Singles	8.7	8.6
Total			101.1	100.1

Source: Sport England and Experian Ltd, 2010, Measure: Sport Market Segmentation

The largest market segment (9.7% of the Swale population) is “Philip”, Comfortable Mid-Life Males. This means that, of the 19, the greatest proportion would benefit from initiatives that appeal to “Philip” and “Tim” (Settling Down Males - 9.0%); sports such as cycling, keep fit/gym, swimming and football. However, “Roger & Joy” (early retirement couples - 8.8%) whose preferred sports are keep fit/gym, swimming and cycling and Elsie & Arnold (retirement home singles – 8.6%) who are likely to participate in keep fit/gym, swimming and bowling are also significant.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

3.3: Top 5 sports

Active People Survey 5 (APS5) and population data from the ONS Annual Population Survey 2011 identify that the top five participation sports in Swale are swimming, football, gym, cycling and athletics as illustrated below. Only football features as an outdoor pitch sport but participation rates are higher than regional and national figures.

Table 3.3: Top 5 sports in Swale with regional and national comparison:

Sport	Swale		South East		England	
	Number	Rate (%)	Number	Rate (%)	Number	Rate (%)
Swimming	14.8	14.3%	828.0	12.2%	4,838.8	11.6%
Gym	10.9	10.5%	696.6	10.3%	4,494.2	10.7%
Cycling	10.0	9.7%	732.9	10.8%	3,875.0	9.3%
Football	5.7	5.6%	435.6	6.4%	3,103.1	7.4%
Athletics	3.5	3.4%	470.5	6.9%	2,698.5	6.5%

Source: Active People Survey 5, Population data: ONS Annual Population Survey 2011

3.4: Clubmark

‘Playing to Win’ was the previous Government’s plan to get more people participating in sport. Its stated vision was to give more people of all ages the opportunity to participate in high quality competitive sport through development of an integrated and sustainable sporting system that nurtures and develops sporting talent, underpinned by a high quality club and competition structure.

Sports clubs, and, in particular, Clubmark accredited clubs directly support this aim. They are externally assessed to ensure they achieve minimum operating standards, regardless of the NGB to which they affiliate. Evidence collected independently of NGB’s suggests that they have, over the past two years, increased junior participation, raised the number of active, qualified coaches and improved levels of coach qualification, thus making them, in their own view and that of the evaluators, more effective and sustainable community sports clubs. Swale has 27 Clubmark accredited clubs and 4 currently ‘working towards’ accreditation for the sports included in this report.

The following table lists sports with Clubmark accreditation, plus those working towards accreditation in Swale that use outdoor sport and recreation facilities.

Table 3.4: Clubmark accredited clubs in the Borough:

Sport	Accredited	Working towards	Totals
Football	18	0	18
Hockey	2	0	2
Cricket	5	4	9
Rugby union	2	0	2
Rugby league	0	0	0
Total	27	4	31

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 4: PLAYING PITCH STRATEGY METHODOLOGY

This section of the report details the methodology which has been followed to deliver the findings. The assessment and analysis in this report is based on Sport England's (SE) playing pitch strategy methodology, 'Towards a Level Playing Field' (2003). This outlines specific criteria for assessing the quantity, quality, capacity and accessibility of playing pitches and ancillary facilities. It provides clear guidance on assessment of supply and demand for sports pitches and the types and levels of analysis required in order for the local authority to plan effectively to meet local needs.

4.1: Playing Pitch Model (PPM)

The PPM is a temporal supply and demand analysis and is largely applied as a numerical model. The model is used in three ways:

- ◀ To reflect the existing situation using data on existing teams and pitches.
- ◀ To test the adequacy of current provision by manipulating the variables in the model.
- ◀ To predict future requirements for pitches, by incorporating planned pitches and projected changes in population and participation.

An eight-stage process has been followed to produce the PPM:

Table 4.1: PPM eight stage process

Stage	Process
1	Identifying teams/team equivalents.
2	Calculating home games per team per week.
3	Assessing total home games per week.
4	Establishing temporal demand for games.
5	Defining pitches used/required on each day.
6	Establishing pitches available.
7	Assessing the findings.
8	Identifying policy options and actions.

Stages one to seven of this process are covered in this report. Stage eight will be covered in the Strategy document.

The 'electronic toolkit', which accompanies 'Towards a Level Playing Field', provides tools for collecting some of the information above and has been used by KKP as part of this assessment. In addition, expertise held within the local authority such as grounds maintenance staff as well as the Greenspaces Manager was also factored into this assessment.

'Team equivalents' refers to use of pitches by groups other than those playing formal matches. It is important to assess the relative impact of different types of activity on the supply of pitches. This includes school games lessons, club and school training sessions, sports development sessions etc. By including these in the 'demand equation' a more accurate picture is presented. Information from schools and clubs was collected using the electronic toolkit school and club surveys. A list of team equivalents used in this Strategy is summarised in Appendix Two.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Team identification has been undertaken via consultation with leagues, as well as with governing bodies of sport and clubs.

The ownership and accessibility of sports pitches will also influence their actual availability for community use. The term 'secured community use' has been adopted to define this. This is likely to embrace:

- ◀ All local authority facilities.
- ◀ School facilities where they are subject to formal community use agreements.
- ◀ Other institutional facilities that are available to the public as a result of formal community use agreements.
- ◀ Any facilities that are owned, used or maintained by clubs/private individuals and which, as a matter of policy and practice, are available to large sections of the public through membership of a club or through an admission fee. The cost of use must be considered reasonable and affordable by the majority of the community.

Auditing sports pitches and assessing the level of availability is largely achieved through site visits.

Sources of where supply information was sought are summarised in Appendix One.

Pitch quality information

It should be noted that the club and school surveys and the non-technical pitch assessment sheet in the electronic toolkit all have different scales for rating the quality of pitches and ancillary facilities. On this basis, KKP uses the 'non-technical pitch assessment sheet' to assess *all* pitches in order that consistent information is presented. A copy of the non-technical pitch assessments can be found in appendix three. All information relating to sports pitches across Swale is collated in the project playing pitch database (supplied as an electronic file). All sites included within the audit, as identified by SBC, supplemented by KKP and assessed by KKP are included within the KKP project database.

The pitch assessment sheet is a 'tick box' assessment, as provided in Towards a Level Playing Field toolkit, which rates various elements of pitch quality with a separate assessment sheet for changing accommodation. It should be noted that the pitch assessment also takes into account whether changing rooms and car parking exist on the site. However, the total pitch score is not significantly affected.

This information is scored, converted into a percentage (of the highest score possible) and also into a qualitative rating. The qualitative ratings for pitch quality are:

90% +	An excellent pitch
64-90%	A good pitch
55-64%	An average pitch
30-54%	A below average pitch
Less than 30%	A poor pitch

For ease of analysis, KKP has combined this into a three-point scale. In this report pitches are rated as:

- ◀ An excellent pitch or good pitch = **good quality**.
- ◀ An average pitch = **adequate quality**.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ◀ A below average pitch or poor pitch = **poor quality**.

The qualitative ratings for changing accommodation quality are listed as:

90% +	Excellent
60-89%	Good
40-59%	Average
30-39%	Poor
Less than 30%	Very poor

Capacity

KKP has developed a capacity rating for football and rugby pitches (union and league) based on the quality rating given to pitches and the number of teams currently playing at the site (identified through league handbooks, local authority booking sheets and consultation with clubs). These capacity ratings assist in the identification of sites for improvement/development, rationalisation and similar decision making processes.

Capacity analysis for cricket is measured on a season rather than weekly basis. This is due to playability i.e. only one match is generally played per pitch per day at the weekend or evening during the week. Wickets are rotated throughout the season to reduce wear and allow repair. Therefore it is more accurate to assess capacity seasonally rather than weekly. The capacity of a pitch to accommodate match sessions is driven by the number and quality of wickets. This section presents the current pitch stock available for cricket in Swale. It illustrates:

- ◀ Number of grass and artificial cricket wickets per pitch
- ◀ Number of competitive matches per season per pitch

To help calculate pitch capacity, the ECB suggests that a good quality wicket should be able to take:

- ◀ 5 matches per season per grass wicket (adults)
- ◀ 60 matches per season per synthetic wicket (adults)

Play refers to temporal demand or when the teams play. A figure of 1.0 in this column for instance would be representative of two teams using that pitch on a home and away basis (every other week). This means that that pitch is carrying one game at that time every week.

Calculation of capacity is based on the qualitative ratings. Taking into consideration SE guidelines¹ on capacity, pitches have thus been identified to have the following capacity ratings:

- ◀ If a pitch is rated as 'good' its capacity is specified as two matches per week
- ◀ If a pitch is rated as 'acceptable' its capacity is specified as one match per week
- ◀ If a pitch is rated as 'poor' its capacity is specified as 0.5 match every other week

¹ Sport England – 'Towards a Level Playing Field'

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

School pitches have been issued with a different capacity rating. This is due to the fact that they generally experience higher usage through curricular and extracurricular school based use. It is possible to enter team equivalents into the database in order to calculate equivalent demand for school pitches. However, due to a lack of consistent information from schools it is not possible to be entirely accurate. Therefore, school pitches are identified as having the following capacity ratings in relation to community use:

- ◀ If a pitch is rated as 'good' its capacity is specified as four matches per week
- ◀ If a pitch is rated as 'acceptable' its capacity is specified as two matches per week
- ◀ If a pitch is rated as 'poor' its capacity is specified as one match every other week

Using the pitch database, it is possible to enter scenarios and alter the carrying capacity of school and council pitches. This means that it is possible to see how many, if any extra pitches become available.

A colour coded rating is then given by comparing the above information:

- ◀ Red - the pitch is being used over capacity
- ◀ Amber - the pitch is played to capacity
- ◀ Green - the pitch is being used under capacity

Where it is indicated that the level of provision is 'sufficient', this indicates that none of the pitches in the area (for the particular sports), are rated as poor quality and/or played 'over capacity', nor has any latent demand been identified by users. This is not to say that improvements to sites are not required. Conversely, where an insufficient level of provision is identified, this is because one or more sites/pitches have been rated as poor quality and/or are being over-played and/or latent demand has been expressed.

Following consultation with league secretaries, it is noted that U15, U16 and U17 teams play on senior sized football pitches. The capacity rating does not take into account this type of play (i.e. juniors playing on senior pitches). Where a large number of junior/mini teams play on a site, particularly if they are playing on senior pitches this can result in those pitches being overplayed on the capacity rating. Many grounds are able to withstand more matches being played on by junior/mini teams than senior teams.

A number of provisos need to be taken into account as there may be discrepancies between the SE visual rating and the consultation comments. For instance, schools may have been rated as poor via the SE rating and acceptable/good through consultation. This may arise as the SE quality assessment increases rating if changing accommodation is available. A number of schools do not make changing accommodation available for community use.

Sources of demand (refer to Appendix One)

A variety of consultation methods is used to collate demand information. Face to face consultation was carried out with a number of stakeholders including National Governing Body officers, Swale Borough Council officers, key league officials, clubs in each sport and education establishments (primary/secondary schools and higher and further education). This allowed for collection of detailed demand information and exploration of key issues to be interrogated and more accurately assessed.

For data analysis purposes an online survey (converted to postal if required) was utilised. This was sent to all clubs/schools not covered by face to face consultation.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

In the first instance, a direct count of teams can be made by using a number of sources (a full summary of courses can be found in Appendix One) including:

- ◀ Governing body, county association handbooks and league handbooks
- ◀ Interviews with league secretaries
- ◀ Booking records for local authority, educational and other pitches (where available – this will also supply information on patterns of play/temporal demand)
- ◀ Sports club directories
- ◀ Local press and telephone directories
- ◀ Local knowledge.

Following this an accurate tally of the number of teams and other users of the pitches and the existing pattern of play and temporal demand was established.

Table 4.2: Consultation - methods and response rates

Sport	Response rate	Methods of consultation
Football clubs ¹	45%	Survey and telephone
Football teams ²	66%	
Cricket clubs	68%	Survey and telephone
Rugby union clubs	100%	Survey and telephone
Hockey clubs	100%	Survey and telephone
Secondary schools	88%	Survey and site visit
Primary schools	76%	Survey

Sport England was also included within the consultation process prior to the project commencing. Issues identified by clubs returning surveys were followed up by telephone or face to face interviews.

No displaced demand was identified during the consultation.

Sources of supply (refer to Appendix One)

A variety of consultation methods is used to collate supply information. Initially a scrape of Sport England's Active Places was undertaken in Swale to identify the provision of outdoor sports facilities. In addition, face to face and survey consultation was carried out with providers of playing pitches including Swale Borough Council, education establishments, private companies as well as national governing bodies of sport. This allowed for collection of detailed supply information in relation to type, size and number of pitches, availability (and size) and quality of ancillary facilities, sports accommodated, condition and quality.

In addition via consultation KKP explored the availability of pitches at different times particularly in relation to community use of education establishments.

¹ KKP contacted outstanding clubs on three occasions to attempt to improve the response rate. Key leagues servicing the area were consulted and supported the study by distributing surveys and hosting an online survey on their league website.

² Playing in Swale

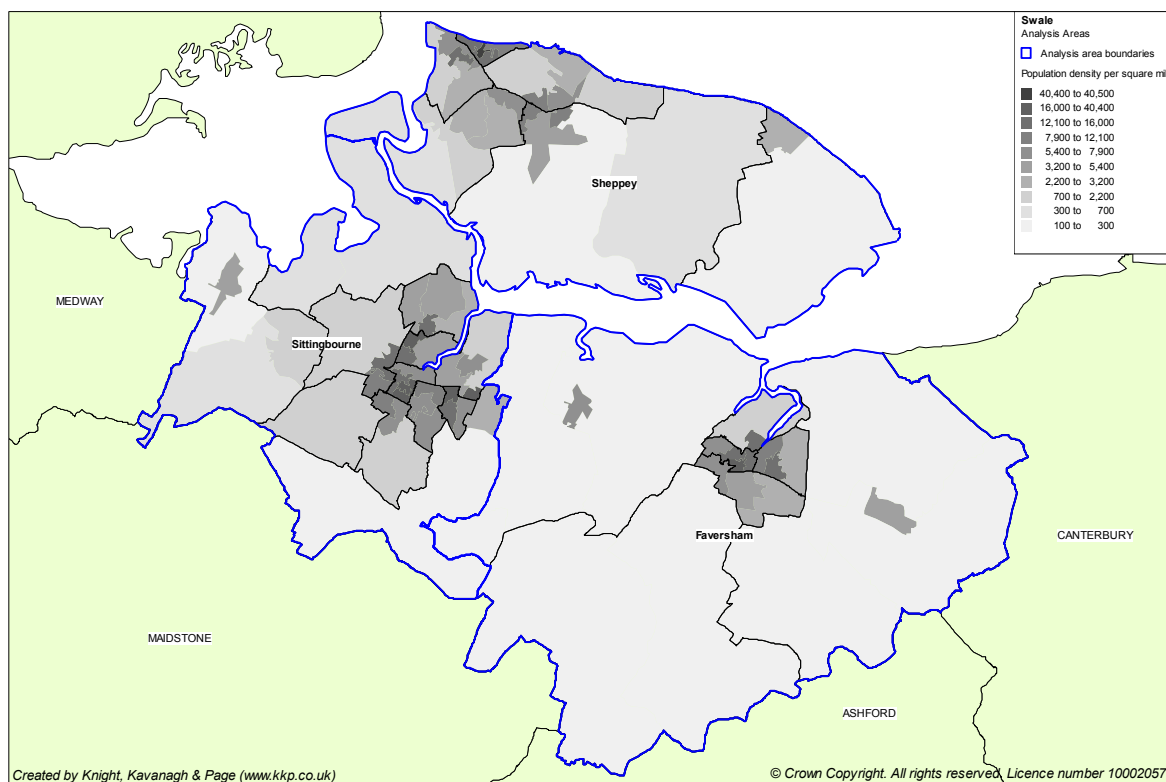
SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Analysis areas

For mapping purposes and audit analysis, Swale is divided into three analysis areas (to reflect council boundary areas and the analysis areas used in the previous PPP in 2008). These allow more localised assessment of provision and examination of facility surplus and deficiencies at a local level. Use of analysis areas also allows local circumstances and issues to be taken into account. Swale is therefore, broken down into the following areas:

- ◀ Faversham
- ◀ Sheppey
- ◀ Sittingbourne

Figure 4.1: Analysis areas in Swale



SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 5: FOOTBALL

5.1: Introduction

Football is a key sport in Swale at both competitive and recreational level. The Kent Football Association (KFA) is the primary organisation responsible for football development (and some elements of administration) in Swale. It is also responsible for the administration, in terms of discipline, rules and regulations, cup competitions and representative matches, development of clubs and facilities, referees, coaching courses and delivering national football schemes.

Investment in improved facilities is a key aspect of delivering the county and national strategic goals. In order to achieve this, the FA and the Football Foundation have a number of funding opportunities³ which is summarised in the Table 5.1 below.

Table 5.1: FA and Football Foundation funding opportunities

Scheme	Description
Facilities scheme	Aimed at developing new or improved facilities for community benefit. This includes changing rooms or clubhouse, grades of artificial pitches and multi-use games areas.
Build the Game Scheme	Small grants for small facilities projects.
Grow the Game	Small projects that aim to increase participation by both players and volunteers in grass roots football by supporting the costs associated with providing new activity.
9v9 Goalposts scheme	Provides grants for the new 9v9 format introduced as a result of the FA's Youth Development Review.
The Premier League Community Facility Fund	This scheme can be accessed by professional clubs through their community organisations and is managed and administered by the Football Foundation. The overall aim is to provide facilities aligned to professional club community-led inclusion schemes which will serve to increase sports participation and physical activity.

FA Youth Development Review

The FA has consulted widely and has been encouraged to produce national pitch sizes for mini soccer (5v5 and 7v7), Youth football 9v9 and 11v11) and over 18 senior football (11v11). This will see an increased use of small-sided games for all age groups up to U12s. This will allow children to progress gradually through age-appropriate formats. The entry point for U7s and U8s will be the 5v5 game. U9s and U10s will then step up to 7v7, followed by a new 9v9 level for U11s and U12s.

³ <http://www.footballfoundation.org.uk/our-schemes/>

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.2: Summary of each step and the appropriate pitch and goal sizes

Age	Format	Pitch size without runoff (Length x width yards)	Pitch size including runoff ⁴ (Length x width yards)	Recommended size of goal posts (Height x width ft)
Mini soccer U7/U8	5 v 5	40 x 30	46 x 36	6 x 12
Mini soccer U9/U10	7 v 7	50 x 40	66 x 46	6 x 12
Youth 11/12	9 v 9	80 x 50	86 x 56	7 x 16
Youth 13/14	11 v 11	90 x 55	96 x 61	7 x 21
Youth 15/16	11 v 11	100 x 60	106 x 66	8 x 24
Youth 17/18	11 v 11	110 x 70	116 x 76	8 x 24
Over 18 (senior ages)	11 v 11	110 x 70	116 x 76	8 x 24

Playing smaller-sided games has been proved to give children an increased number of touches of the ball, while providing more goals and scoring attempts, more one-v-one encounters and more chance to attempt dribbling skills. It is this increased contact time with the ball that the FA believe will help children enjoy the game more while providing them with better preparation for the 11-a-side a game.

The introduction of 9v9 football, by the FA, is designed to help bridge the gap between mini soccer at U10s and 11-a-side at U11s and will see the introduction of a new intermediate sized pitch.

The FA report where there is limited space, there is the ability to mark out 9v9 pitches across a full size pitch.

It is identified that 15 9v9 pitches are needed to satisfy demand (based on 27 teams currently competing in Swale aged U11) in Swale. There are no major issues identified in relation to the future provision of 9v9 pitches in Swale.

Through marking out two 9v9 pitches on one senior pitch this will thus help to meet the shortfall of junior pitches identified at peak times. However, specific 9v9 goals (recommended size 7 x 16 ft) would be required. Funding for the purchase of new 9v9 goalposts is available through the Football Foundation: (<http://www.footballfoundation.org.uk>).

The proposals will become mandatory from 2013/14 season.

Consultation

An electronic survey was sent to all football clubs playing in Swale and telephone interviews were conducted with key clubs. Contact details were provided by Kent KFA and the invitation to complete the survey was distributed via email (by KKP). The survey was completed by 37 clubs (equating to a 45% club return rate and a 66% team return rate) playing on pitches in Swale. Results are used to inform key issues within this section of the report.

⁴ Including runoff (safety area around pitch)

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

5.2: Current provision

The audit identifies 68 sites, providing a total of 142 football pitches across Swale. Of these sites, 56% of sites (equivalent of 96 pitches) are available for community use. Most of the pitches not available for community use are located on school sites and tend to comprise junior pitches. The consequences of the pitch supply and related demand is discussed later in this section.

Table 5.3: Summary of pitches available for community use

Analysis area	No. of available football pitches		
	Senior	Junior	Mini
Faversham	17	2	4
Sheppey	11	4	1
Sittingbourne	36	14	6
SWALE	64	20	11

A number of pitches have been excluded from the supply and demand analysis because there are no teams currently playing on the site and/or because they are not available for community use (referenced in Table 5.4). These sites could offer potential capacity/additional pitches if the current supply does not meet expressed demand.

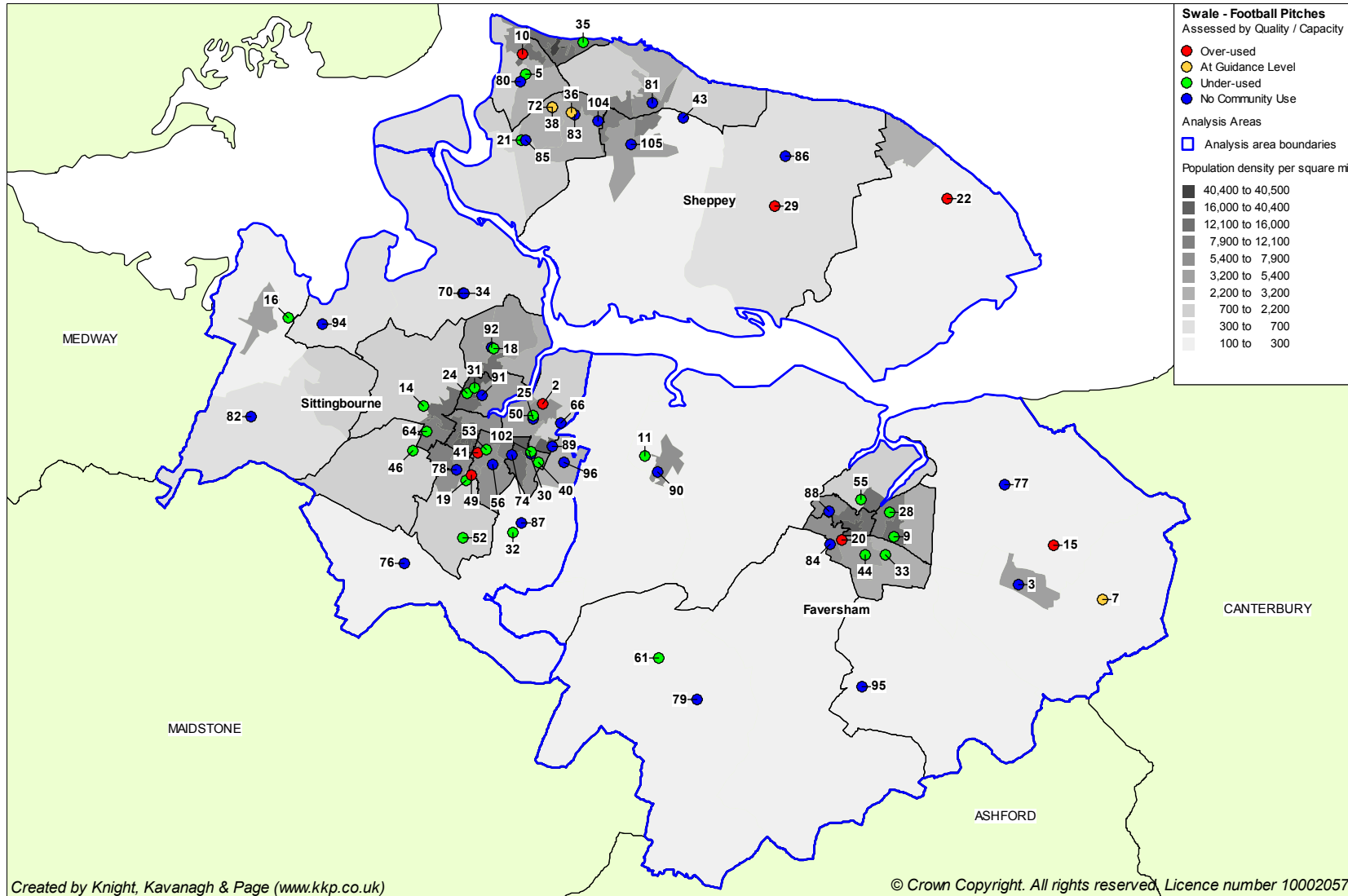
Of the clubs which responded to the survey, 26% own their home ground and 23% lease their home ground. However, over half of clubs (52%) annually hire a pitch. Nine out of ten clubs are currently playing at their preferred home ground.

Accessibility

Whilst it is noted that at mini and junior level, the majority of players tend to play for teams with home grounds close to where they live and will only travel locally, players aspiring to play at clubs that are perceived to offer a higher standard of experience are willing to travel further (e.g., up to five miles) to play. The club survey reveals that just over half (52%) of players travel between two and five miles, 26% travel up to two miles, with 23% travelling over five miles. This suggests that in general terms, players travel locally to compete.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 5.1: Location and capacity of football pitches in Swale



SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.4: Key to map of football pitches

Site Name	KKP Ref	Analysis area	Community use	Senior	Junior	Mini
Bull Lane Recreation Ground	3	Faversham	No	1		
Bysing Wood Primary School	88	Faversham	No		1	
Courtenay Road Playing Field	7	Faversham	Yes	1		
Davington Primary School	55	Faversham	Yes			2
Eastling Primary School	79	Faversham	No		1	1
Faversham Recreation Ground	9	Faversham	Yes	3		
Frogna! Playing Field	11	Faversham	Yes	2		
Graveney Primary School	77	Faversham	No		1	
Hernhill Recreation Ground	15	Faversham	Yes		1	
King Georges Playing Field (The Mount)	20	Faversham	Yes	1	1	2
Ospringle C Of E Primary School	84	Faversham	No			3
Queen Elizabeth Grammar School	28	Faversham	Yes	4		
Salters Lane	33	Faversham	Yes	2		
Sharsted Sports Club	61	Faversham	Yes	1		
Sheldwich Primary School	95	Faversham	No		1	
Teynham Parochial C of E Primary School	90	Faversham	No		2	
The Abbey School	44	Faversham	Yes	3		
Chilham Sports Centre	101	OUTSIDE	Yes	1		
Co-Op Sports And Social Club	5	Sheppey	Yes	1	1	
Eastchurch Church of England Primary School	86	Sheppey	No		1	
Festival Playing Field	10	Sheppey	Yes		1	1
Halfway Houses Primary School	83	Sheppey	No		1	
Isle of Sheppey Academy (East Site)	104	Sheppey	No	2		
King Georges Playing Field (Queensborough)	21	Sheppey	Yes	1	1	
Leysdown Coastal Park (The Fortress)	22	Sheppey	Yes	1		
Minster In Sheppey Primary School	81	Sheppey	No		1	
Queenborough Primary & Nursery School	85	Sheppey	No		1	
Range Road Football Ground	29	Sheppey	Yes		1	
Seager Road Sports Ground	35	Sheppey	Yes	2		
Sheerness East FC	36	Sheppey	Yes	2		
Sheerness Steel	72	Sheppey	Yes	2		
Sheppy Sports Club	38	Sheppey	Yes	2		
St George's C of E Primary School	43	Sheppey	No		1	1
Thistle Hill, Minster	105	Sheppey	No	1		
Westminster Primary School	80	Sheppey	No		1	
Bapchild & Tonge C of E Primary School	96	Sittingbourne	No		1	
Borden Grammar School	53	Sittingbourne	Yes	1	2	

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site Name	KKP Ref	Analysis area	Community use	Senior	Junior	Mini
Bourne Park	2	Sittingbourne	Yes	2		
Bredgar Church of England Primary School	76	Sittingbourne	No		1	
East Hall Recreation Ground	66	Sittingbourne	No	1	2	
Fulston Manor School (Cromers Corner)	102	Sittingbourne	Yes	2		
Grove Park Community Primary School	14	Sittingbourne	Yes		1	
Hartlip Endowed C of E Primary School	82	Sittingbourne	No		1	
Highstead Grammar School	56	Sittingbourne	No	5		
Holywell Meadow	16	Sittingbourne	Yes	2		
Iwade Community Primary School	70	Sittingbourne	Yes		1	
Iwade Recreation Ground	34	Sittingbourne	No	1	1	
Kemsley Primary School	92	Sittingbourne	No		1	
Kemsley Recreation Ground	18	Sittingbourne	Yes	1		1
King Georges Playing Field (Sittingbourne)	19	Sittingbourne	Yes	3		
Lansdowne Primary School	89	Sittingbourne	No			1
Lower Halstow School	94	Sittingbourne	No			1
Milton Court Junior School	91	Sittingbourne	No		1	
Milton Recreation Ground	24	Sittingbourne	Yes	3		
Minterne Junior School	78	Sittingbourne	No			3
Murston Junior School	25	Sittingbourne	No		1	
Rectory Playing Field	30	Sittingbourne	No		2	
Regis Manor Community Primary School	31	Sittingbourne	Yes		4	
Rodmersham Cricket Club	32	Sittingbourne	Yes			2
Rodmersham Junior School	87	Sittingbourne	No		1	
Sittingbourne Community College Sports Ctre.	40	Sittingbourne	Yes	6	3	
Sittingbourne Recreation Ground	41	Sittingbourne	Yes	2		
South Avenue Infant School	74	Sittingbourne	No		1	
The Playstool	46	Sittingbourne	Yes	1		
Uk Paper Leisure Club	49	Sittingbourne	Yes	4	2	
Westlands School	64	Sittingbourne	Yes	3		
Woodcombe Sports & Social Club	50	Sittingbourne	Yes	2	1	2
Woodstock Park	52	Sittingbourne	Yes	4		1

Figure 5.1 indicates that there is generally a good distribution of football pitches across Swale. In broad terms this reflects the patterns of population density with the majority of the population being able to access a football pitch within a 15-minute drive time (see service area map, Appendix 5) with only a number of areas around Faversham (Conyer, Uplees, Graveley) and Sheppey (Leydown-on-sea) that are located on the periphery of a 15 minute catchment area.

Eight sites have high levels of use and as such are overplayed (red dots on the map). Overplayed sites are often affected by quality, and subsequently playing capacity. It should also be noted that a large number of sites are highlighted as having no community use (blue dots on the map). More sites (a total of 11) with no community use are located in the Sittingbourne Analysis Area.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

A total of seven, 20 junior and 10 mini pitches are located at school sites which are not available for community use.

Pitch quality

Site assessments suggest that generally the quality of pitches across Swale is 'good'⁵. However, consultation with the leagues indicates that pitch quality often deteriorates towards the end of the playing season due to overlay of local authority pitches.

Over half of clubs (58%) state that there has been no difference in the quality of the pitches since the previous playing season. Nearly a quarter (23%) of clubs suggests that quality has actually improved.

League consultation highlights that better quality pitches are generally not accessible for competitive matches. For example, Queenborough Primary School is regarded as a good site; however, the pitches are not available for community use.

In general, sports clubs have dedicated groundsmen or volunteers to maintain the pitches and they are often secured by fencing which helps to prevent unofficial use. The maintenance and use of Council sites tends to be less frequent and the unofficial use at these sites further exacerbates quality issues. Both Albany and Kemsey recreation grounds are regarded by leagues as the poorest quality sites with no access to changing facilities. Leagues report that despite the quality these sites are popular with clubs and are well used due to the cost i.e. it is cheaper (by £31.00) to access a senior pitch with no changing than it is a site which has changing provision.

SBC sites are managed in-house but maintained by grounds maintenance contractor, Blenwood Grounds Maintenance (BGM). Pitch specification works take place during the season and reinstatement work is undertaken at the end of each season to prepare for the next. Line markings and removal of dog fouling and litter is undertaken by BGM. Grass cutting usually takes place on a fortnightly basis unless a more frequent cut is identified/required. Soil analysis is undertaken which helps to determine the required treatment. Specialist maintenance such as fertilizing, re cultivating and land spiking is also undertaken. Grass length on pitches located on Sheppey is purposely left longer to help with the moisture of pitches.

SBC owned sites assessed as poor quality include, Festival and Rectory playing fields and Sittingbourne Recreation Ground. The remaining pitches are assessed as good or average quality⁶. The table below summarises pitch quality, following site visits to all pitches (including those not available for community use). The quality of pitches should not be considered in isolation as the level of play on a site can affect the quality, (see Table 5.13 which also outlines current site capacity issues).

⁵ Site assessments were completed by KKP and Swale Borough Council in November 2012

⁶ KKP site visits took place in Sept/Oct 2012. It should be noted that pitches were assessed during periods of inclement weather. Also, football posts may not have been present.

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Table 5.5: Pitch quality assessments following site visits (all sites regardless of community use)

Senior pitches			Junior pitches			Mini pitches		
70			42			21		
Good	Average	Poor	Good	Average	Poor	Good	Average	Poor
52	6	12	26	12	4	15	5	1

The table below summarises the quality of pitches that are just available for community use. There are seven senior two junior and one mini pitches assessed as poor quality.

Table 5.6: Pitch quality assessments of community use pitches following site visits

Senior pitches			Junior pitches			Mini pitches		
60			19			11		
Good	Average	Poor	Good	Average	Poor	Good	Average	Poor
47	6	7	9	8	2	6	4	1

Poor drainage leading to water logging and as a result insufficient maintenance is often attributed to pitch quality levels. A brief summary of site specific issues identified from user consultation is presented below.

Table 5.7: Site specific comments

Site	Comments
Faversham Recreation Ground	Trees branches over hang one touch line. Users report the quality of the changing provision is poor and in need of refurbishment. Consultation suggests there is not enough changing provision at peak times to cater for all users of the site (football and rugby users).
Frognaal Playing Field	Rabbit holes are an issue on the pitches.
Fulston School (Cromers Corner) off site playing fields	Users believe the football pitches are undersized.
Milton Recreation Ground	Pitch is regarded as being 'poor' quality with issues of dog foul and litter is highlighted. Site assessments score the pitch as 'good' quality.
School Lane Playing Field (also known as Iwade Recreation Ground)	Issue of dog foul and litter is highlighted. At present the site is owned by a farmer and is leased annually to Iwade Parish Council. Planning permission has been approved to build changing provision at the site (as part of a Section 106 agreement).
Sharsted Sports Club	The pitch is on a slope and the grass wears away quick when wet.
Sheerness East FC (Also known as Sheerness Working Mens Club)	Pitches often become waterlogged after heavy rainfall.
Sheppey Sports Club	Poor drainage at one end of the site. Users believe the drains may have collapsed. The changing rooms are dated although well maintained.
Sittingbourne Community College	One of the football pitches (designated as M2) is undersized. Users report the pitch is generally well maintained throughout the season but there is demand

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site	Comments
	for more regularly grass cutting particularly towards the end of the playing season.
UK Paper Leisure Club	Ground is boggy during inclement weather and is undulating. The pitches also have poor grass coverage.
Woodstock Park	An area of the site suffers from poor drainage. Trees located at one end of the pitch often means the pitches stay frozen longer.
Thistle Hill, Minster	The site is currently being constructed and being delivered through a Section 106 agreement. The development includes a senior football pitch with drainage and an irrigation system. It is envisaged that the football pitch will be available for community use. Changing provision may be accessed from the adjacent (new build) village hall which comprises good quality changing rooms.

Unofficial use

Unofficial use is an issue which impacts upon the quality of pitches across Swale. Several clubs report issues with vehicles on pitches. Woodstock Park FC highlights vehicles accessing the pitches at Woodstock Park is a regular issue despite the site being fenced.

Booking and cancellations

Pitch bookings are made centrally through the Council via an application form at the beginning of each season. Pitch allocation is prioritised for teams that have previously used the site and also a 'first come, first served' basis. Consultation suggests that this method of pitch allocation works well. A telephone 'hotline' can be accessed by users on a Friday to determine whether their respective pitch is playable. Where the Council cancels the booking or in the case of inclement weather making play impossible the Club has the hire fee credited/refunded.

Clubs accessing local authority pitches served by changing provision are responsible for the opening and closure of changing pavilions. However, caretakers are employed at local authority sites King George Playing Field and Mitton Recreation Ground.

Consultation identifies that a number of clubs believe the pitch fees for Swale are expensive compared to local authority pitches. When compared to the prices for renting neighbouring local authority pitches, Swale is second cheapest. In addition, Swale's current cost for renting junior and mini pitches is the cheapest.

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Table 5.8: Summary of neighbouring pitch fees 2012/2013

2012/2013 charges					
Football	Swale Borough Council	Ashford Borough Council ⁷	Medway Council	Canterbury Council	Maidstone Borough Council
Senior pitch with changing	£60.00	£45.00	£80.00	£67.20	£64.00 - £73.00
Junior pitch with changing	£13.50	£40.00	From £24.50	£25.20	£34.50
Mini pitch with changing	£8.50	£30.00 ⁸	From £24.50	£27.00	£34.50
Senior pitch no changing	£31.00	-	-	£57.00	£50.00
Junior pitch no changing	£8.50	-	-	-	£20.50
Mini pitch with no changing	£8.50	-	-	-	£20.50

Ancillary facilities

Of responding clubs, 87% have access to changing facilities. Of these clubs, less than half (42%) rate the facilities as good quality. A further 42% rate the quality of changing facilities as being poor and a small proportion (15%) regard the changing to be poor. This reinforces the overall perception that changing facilities, where provision exists, in Swale is generally adequate. This does not reflect that sites do exist where there is no changing facilities available.

In general, no major issues with the quality of changing facilities are highlighted. However, Sheppey Sunday League suggests there are sites used by a number of its teams which are not served by changing provision. For example: Sittingbourne Recreation Ground, Kemsley Recreation Ground (both two pitch sites) and King George V Playing Field, Queensborough (one pitch site). As a result, players often change close to the pitch or in the car park. Whilst at present it does not enforce the need for access to such provision, the League is considering a requirement that all teams have access to onsite changing.

⁷ Winter price charges

⁸ For a 5 and 7 a side pitch

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Facility development

A significant number of clubs in Swale report specific pitch/facility developments which are summarised below:

Table 5.9: Facility development plans

Site/club	Development
Faversham Town FC	The Club has ongoing plans to improve the main and second pitch at its home ground. The changing rooms are dated and in need of refurbishment. Its long term aspiration is to replace its clubhouse facility which is also dated. It is in ongoing discussions with the Duchy of Cornwall to acquire farmland which could potentially be converted into football pitches. However, external funding would be required for this development.
Faversham Strike Force FC	The Club has obtained external funding to convert disused tennis courts into an AGP at King Georges Playing Field.
Woodstock Park FC	A new stand will be erected in the forthcoming months which will complete its Step 5 FA Ground Grading Requirements.
Sheerness East FC	The Club is looking to replace its dilapidated changing rooms.
Old Oak FC	Its facility development plans include refurbishment of its clubhouse and installation of an all weather pitch to accommodate its training requirements.
Range Rovers FC	SBC has offered a 125 year lease of the Seagar Road to the Club under the Council's Community Asset Transfer Policy. The Club has plans to increase the number of football pitches at the site to accommodate the FA Youth Development Review pitch sizes (it currently accommodates two senior football pitches). It reports it would also allow wider community use of the site to other local teams.
New Road FC	SBC has offered a 125 year lease of its homeground to the Club under the Council's Community Asset Transfer Policy. The Club has plans to replace the existing clubhouse .

Training facilities

Nearly a quarter of clubs (23%) report that training takes place on their home ground pitch; other clubs train elsewhere at the home ground or off site. It appears that clubs are aware of the need to protect the quality of pitches for competitive use. Clubs stating they train off site often use an AGP or indoor facility.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Artificial grass pitches (AGPs)

The FA has an aspiration to provide every affiliated team in England the opportunity to one hour of AGP training each week on a floodlit AGP facility. There are six full size AGPs located in Swale [\(see figure 5.2 overleaf\)](#), of which three, currently have a third generation turf (3G) surface:

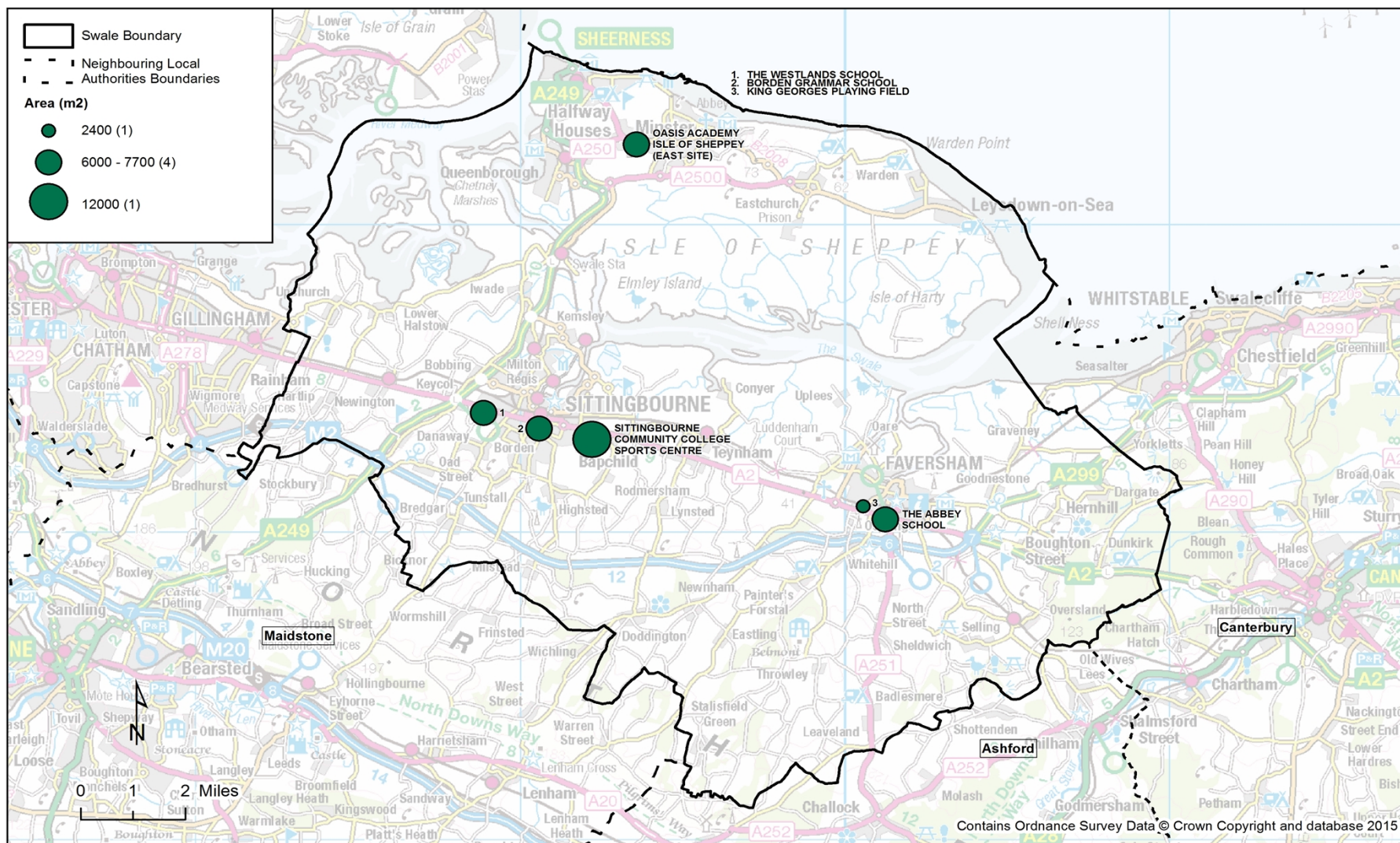
Table 5.10: Summary of AGP provision in Swale

Site	KKP Ref	Analysis area	Year built	Refurbished since built	Size (meters)	Surface	Quantity	Floodlit	Community use hours ⁹
The Abbey School	44	Faversham	2012	No (built in 2012)	106 x 70	3G	1	Yes	Mon–Fri: school close 21:30 Saturday: 10:00 – 20:00 Sunday: 10:00 – 17:00
Isle of Sheppey Academy	54	Sheppey	2004	No	110 x 70	3G	1	Yes	Mon – Fri: 16:30 – 21:30 Weekends: 09:00 – 21:30
Sittingbourne Community College Sports Centre	40	Sittingbourne	2007	No	100 x 60	3G	1	Yes	Mon – Fri: 17:00 – 22:30 Weekends: 09:00 – 21:00
Sittingbourne Community College Sports Centre	40	Sittingbourne	2007	No	100 x 60	Sand filled	1	Yes	Mon – Fri: 17:00 – 22:30 Weekends: 09:00 – 21:00
Borden Grammar School	53	Sittingbourne	2003	No	110 x 70	Sand filled	1	Yes	Mon – Fri: 17:00 – 21:30 Weekends: 09:00 – 18:00
Westlands School	64	Sittingbourne	1992	Yes (2006)	100 x 60	Sand filled	1	Yes	Mon – Fri: 17:00 – 22:00 Weekends: 09:00 – 22:00

⁹ Indicative opening hours based on a Winter term-time schedule

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 5.2. Location of AGP sites in Swale



Sites with AGP provision by size of area (m²)

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

All AGPs in Swale are available for community use both during the week and at weekends. Westlands School has the oldest AGP (built in 1992) although has since been refurbished in 2006 to extend its lifespan. The typical life span of an AGP is 10-12 years (this depends heavily on the type of sub base used, quality of the carpet that has been installed, amount of usage and the quality of maintenance). It is likely that the AGPs at Isle of Sheppey Academy and Borden Grammar School will require resurfacing in the next couple of years. Old Bordenians Hockey Club recently submitted a funding application to Sport England's Inspired Facilities Fund to replace the AGP (including a new surface) and is currently awaiting a decision. However, additional external funding would be required. This facility development is also supported by England Hockey as a priority within its current facilities strategy.

Isle of Sheppey Academy is undergoing facility developments which will see the quantity and quality of its outdoor sports provision improved and increased (due to be completed by March 2013). However, resurfacing the AGP will not be initially included within the facility developments but is likely to be competed at a later stage.

Community use of The Abbey School (built in 2012) has been specified as part of a planning condition. However, the School is applying to SBC to extend the community use hours at the weekend to satisfy demand.

The FA's long term ambition is to provide every affiliated team in England the opportunity to train once per week on floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA Standard is calculated by using the latest Sport England research "AGP's State of the Nation March 2012" assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch type per hour from 5pm-10pm Mon-Fri and 9am-5pm Saturday & Sundays. A full sized AGP therefore provides 56/111 training slots, 44 pay and play and 11 commercial. On the basis there are 244 teams playing competitive football in Swale (season 11/12), there is a need for an additional one full size 3G pitches and a 60 x 40m 3G pitch.

Sport England's Facilities Planning Model November 2012 – Local Assessment Report for Swale Borough Council (Draft)

The Report includes a local assessment of swimming pools, sports halls and artificial grass (AGP) provision in Swale using its Facilities planning Model (FPM). The report was commissioned to help Swale Borough Council assess the extent to which the demand from the resident population of the Borough for these facility types may be currently met and to provide an indication of the likely impact of population growth. The key findings in relation to AGPs are summarised below.

The FPM takes into account the population increase up to 2031¹⁰. The bespoke population projections used in the FPM indicate that the population of Swale will increase by 10.4%, or by 13,821 people from 132,522 in 2012 to 146,343 in 2031.

¹⁰ Source: Swale Borough Council commissioned ward level forecasts (August 2012 - version 2) consistent with district level forecast scenario based on building 14,494 dwellings between 2006-2031+ (10,406 dwellings between 2011-2031). Projections were produced by Business Intelligence, Research & Evaluation at Kent County Council.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Supply

The FPM identifies a current supply of six AGPs across five sites. This total supply equates to a total capacity of 4,440 visits per week in the peak period.¹¹ Sittingbourne Community College has the greatest capacity and comprises two AGPs (one 3G and one sand filled). Three AGPs; (2 AGPs at Sittingbourne Community College and a 3G AGP at the Isle of Sheppey Academy) are available on a pay and play basis. The remaining pitches are available to sports clubs and community associations.

The six AGPs provide Swale with 0.45 AGPs for football per 10,000 population (in 2012) which reduces to 0.41 against future population (2031).

Accessibility

In 2012, the FPM identifies that two thirds of the residents in Swale live further than a 20 minute walk from an AGP site with 30% living within the 20 minute walk time catchment of an AGP. Within the walk time, a small proportion of residents (4%) are able to access two sites and no residents are able to access more than two sites. The greatest concentrations of population residing outside of a 20 minute walk of a site are located to the north west of Sittingbourne, to the north of Faversham and in Sheerness, Queenborough, Halfway House and to the north and east of Minster on the Isle of Sheppey.

Residents of Swale have slightly less choice of provision by driving catchment than the south east average and residents in the neighbouring areas. These areas have a greater proportion of residents who are within a 20 minute drive of more than two AGPs than the figure for Swale (at 80%) of the population.

Demand

The demand for AGP provision in Swale totals 2,925 visits per week in the peak period (vpwpp). This equates to 3.97 AGPs of which approximately three quarters of the visits is for football. By 2032, the demand increases by an additional 300 vpwpp to 3,225 vpwpp and by approximately a third of an AGP to just over four AGPs (4.35). Football use accounts for 225 vpwpp of this additional demand. 30.1% (equivalent to 1,125 vpwpp) of the use of AGPs in Swale is imported from residents outside of the Borough.

Satisfied demand

In 2012, the FPM identifies that 96.7% of demand was satisfied. This is higher than national and regional averages (England; 79.2%, South East (84.3%) and its neighbouring authorities Medway (92.9%), Ashford (94.9%) and on par with levels for Canterbury (97.2%) and Maidstone (97%). A greater proportion of the demand is for football use (98.5%) than for hockey use (90.2%)

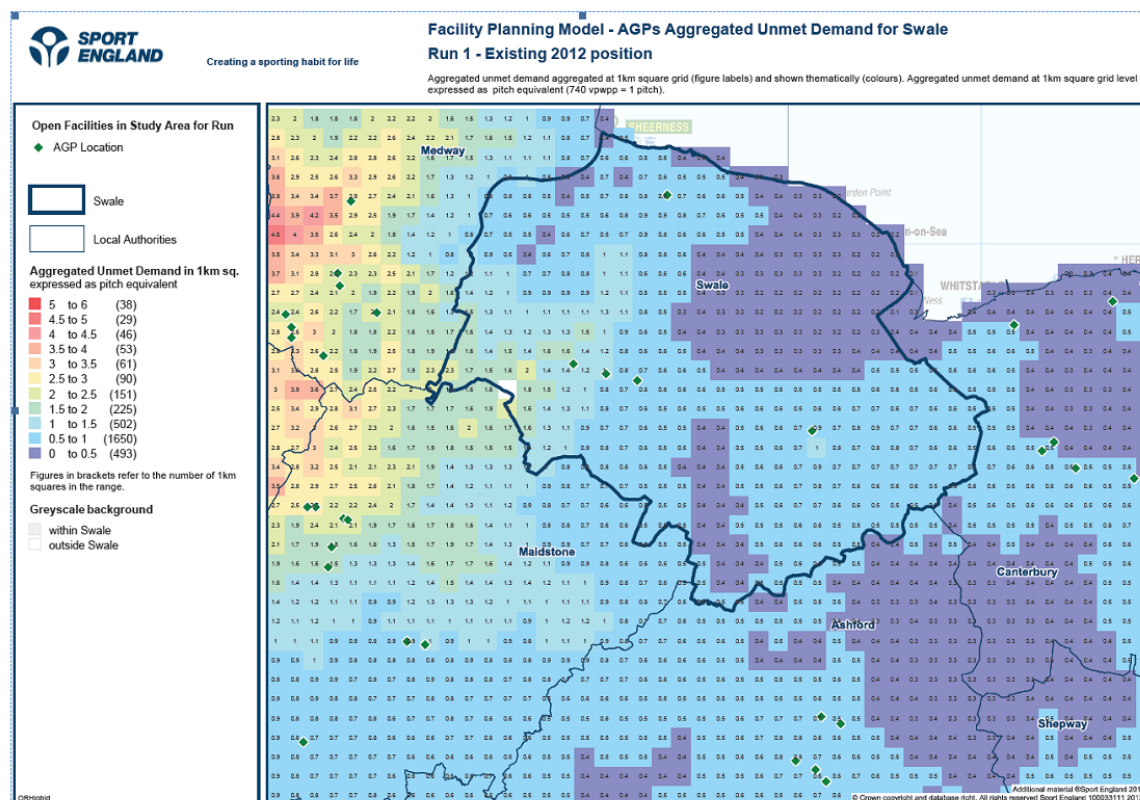
¹¹ Peak Period is the times when most people want to participate. Weekday: 12:00 to 13:30, 16:00 to 22.00, Saturday: 09:00 to 16:00 and Sunday: 09:00 to 16:30

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Unmet demand

In 2012, a small proportion of unmet demand (3.3%) equates to 100 vpwpp (0.13 of a pitch). The level of unmet demand is predicted to increase to 4.3% (0.16 of a pitch) in 2031. The FPM reports that the majority of unmet demand for football is from residents living outside the catchment of a site with only 11% due to a lack of capacity.

Figure 5.2: Aggregated unmet demand (2012)



Unmet demand is identified across the Borough. However, the areas with the potential to meet the most unmet demand in 2012 (equivalent to 2 AGPs) are located towards the border with Medway and Maidstone.

The map (together with the limited level of unmet demand in Swale) indicates that additional provision in these areas, due to the accessibility afforded by the A249 and A2 would be likely to meet a significant amount of unmet demand from neighbouring areas particularly from Medway.

In 2031, only one area along the A239 (in close proximity to the Maidstone border) reaches a figure of a single pitch for football use.

Supply/demand balance

The FPM provides a 'global' simplistic picture of the adequacy of provision to meet demand in by 2031. This identifies an oversupply of around two AGPs in Swale in 2012 and up to 3 pitches in 2031. However, this supply/demand balance does not take into account a number of factors including the location, nature, quality and accessibility of provision in relation to demand, facilities in neighbouring areas and the cross boundary movement of demand.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

5.3 Demand

A total of 244 football teams are identified as playing in Swale. This includes youth and mini provision but excludes small sided games such as five aside football.

Table 5.11: Summary of teams

Analysis area	No. of competitive teams currently playing in Swale				
	Senior men	Senior women	Junior boys	Junior girls	Mini soccer ¹²
Faversham	18	3	24	2	3
Sheppey	23	-	21	1	10
Sittingbourne	47	9	65	1	17
SWALE	88	12	110	4	30

The largest number of teams (139 in total) plays in the Sittingbourne Analysis Area. It has significant levels of senior men and junior boys' teams as well as mini soccer teams. The Sheppey Analysis Area has no senior women's team playing within it.

Just over three-fifth (61%) of clubs responding to the survey report that the number of senior teams fielded over the previous three years has remained roughly the same. Over a quarter of clubs (26%) report that the number of senior teams has increased and a small proportion of clubs (13%) report a decrease.

Participation¹³

The Swale Football Participation Report (Season 11/12) indicates that the club to team ratio in Swale is 1:3.4 (i.e., each club runs on average 2.8 teams). This compares to a national ratio of 1:2.9 and a regional ratio of 1:3.4. In summary, Swale's team ratio is above than national trends and in line with regional trends.

In total, 35 football clubs (21.3%) in Swale have been awarded FA Charter Standard accreditation. In terms of teams, 80.3% of youth and mini soccer teams in Swale play within a club of Charter Standard status. This compares to a national average of 75.6% with a FA National Game Strategy target of 75% of youth and mini-soccer teams playing within a Charter Standard club by 2012.

Women's and girls' football

The Kent Girls' and Ladies Football League and the South East Counties Women's League provide the main competitive opportunities for girls' and women's teams in Swale. There are four junior girls' teams operating in Swale. Faversham Town Elizabethan fields the most girls' teams with two. It should also be noted that junior girls' are playing competitively in mini soccer teams up to the age of ten years old. In total four clubs (New Road FC, Sittingbourne Lions, Sheerness East Youth and Swale Ladies) cite plans to increase the number of junior girls' teams by an additional seven teams which will be accommodated on their existing home grounds. Furthermore, Swale Ladies and

¹² Girls and boys play alongside each other in mini soccer at U7s – U10s i.e. ages 6-9 years old.

¹³ Source: Swale Football Participation Report (Season 11/12)

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Faversham Town FC report plans to increase the number women's teams (one women's team each).

Latent demand

Six clubs report that if more pitches were available at their home ground they would have more teams. Latent demand has been identified in each analysis area in Swale. Latent demand does not necessarily mean that more new pitches need to be created but that the capacity of existing pitches could be increased to meet demand.

Table 5.12: Summary of latent demand expressed by clubs

Club	Latent demand	Analysis area	Pitch requirement	
			Number ¹⁴	Type
Faversham Town FC	U15 and U16 junior boys team	Faversham	1	Senior
Little Sharsted FC	1 junior boys team	Faversham	0.5	Junior
Crooked Billet FC	2 junior boys teams 2 mini teams (mixed)	Sheppey	1	Junior
			1	Mini
Woodstock Park FC	5 junior boys teams 5 mini teams (mixed)	Sittingbourne	2.5	Junior
			2.5	Mini
Old Oak FC	U18 boys team	Sheppey	0.5	Senior
Totals			1.5	Senior
			4	Junior
			3.5	Mini

In addition, nearly a quarter of clubs (24%) suggest that having access to better quality ancillary facilities would result in fielding more teams.

¹⁴ The number of additional pitches required is based on a team playing on a home and away basis i.e. two additional teams would only require one additional pitch as only one team would be at home each week. 0.5 can therefore be seen in the table where there is latent demand for one team.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

5.4: Provision of football pitch sites assessed by quality and capacity




This section presents the current pitch stock available for football in Swale. It illustrates the:

- ◀ Number of pitches rated as Good (G), Average (A) and Poor (P) on each site.
- ◀ Type of pitch(es) on each site (i.e., senior, junior, mini).

The column entitled 'matches per week' is split into three sections – play, capacity and rating:

- ◀ The current level of play per week (0.5 for each match played at the site, assuming half of matches will be played 'away').
- ◀ The capacity of the pitches on each site.
- ◀ The rating of the pitches, which indicates if pitches are played under capacity (green), played at capacity (amber) or played over-capacity (red).

Calculation of *capacity* is based on the qualitative ratings. Taking into consideration Sport England guidelines on capacity the following was concluded:

If a pitch is rated as 'good' its capacity is specified as two matches per week	
If a pitch is rated as 'acceptable' its capacity is specified as one match per week	
If a pitch is rated as 'poor' its capacity is specified as 0.5 match every other week	

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.13: Football provision (sites with community use) and level of community use

KKP ref	Site name	Analysis area	Senior			Junior			Mini			Matches per week		
			G	A	P	G	A	P	G	A	P	play	capacity	rating
7	Courtenay Road Playing Field	Faversham	1									1.0	2.0	
9	Faversham Recreation Ground	Faversham	3									4.0	6.0	
11	Frognaal Playing Field	Faversham	2									1.5	4.0	
15	Hernhill Recreation Ground	Faversham				1						3.0	2.0	
20	King Georges Playing Field (The Mount)	Faversham		1			1			2		12.0 ¹⁵	4.0	
28	Queen Elizabeth Grammar School	Faversham			4							2.0	4.0	
33	Salters Lane	Faversham	2									2.0	4.0	
44	The Abbey School	Faversham	3									5.0	12.0	
55	Davington Primary School	Faversham								2		1.0	4.0	
61	Sharsted Sports Club	Faversham	1									1.0	2.0	
101	Chilham Sports Centre	OUTSIDE	1									1.0	2.0	
5	Co-op Sports and Social Club	Sheppey	1			1						1.5	4.0	
10	Festival Playing Field	Sheppey						1			1	4.5	1.0	
21	King Georges Playing Field (Queensborough)	Sheppey	1			1						2.0	4.0	
22	Leysdown Coastal Park (The Fortress)	Sheppey			1							1.5	0.5	
29	Range Road Football Ground	Sheppey				1						4.5	2.0	
35	Seager Road Sports Ground	Sheppey	2									2.5	4.0	
36	Sheerness East FC	Sheppey	2									4.0	4.0	
38	Sheppy Sports Club	Sheppey	2									4.0	4.0	
72	Sheerness Steel	Sheppey	2									1.0	4.0	
2	Bourne Park	Sittingbourne	1	1								7.5	3.0	
14	Grove Park Community Primary School	Sittingbourne				1						1.0	4.0	
16	Holywell Meadow	Sittingbourne	2									0.5	4.0	
18	Kemsley Recreation Ground	Sittingbourne		1						1		1.5	3.0	

¹⁵ Figure also includes 15 team equivalents for training on the competitive pitches.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

KKP ref	Site name	Analysis area	Senior			Junior			Mini			Matches per week		
			G	A	P	G	A	P	G	A	P	play	capacity	rating
19	King Georges Playing Field (Sittingbourne)	Sittingbourne	3									0.5	6.0	
24	Milton Recreation Ground	Sittingbourne	3									0.5	6.0	
31	Regis Manor Community Primary School	Sittingbourne					4					3.0	8.0	
32	Rodmersham Cricket Club	Sittingbourne							2			1.0	4.0	
40	Sittingbourne Community College Sports Centre	Sittingbourne	6			3						6.0	36.0	
41	Sittingbourne Recreation Ground	Sittingbourne			2							2.5	1.0	
46	The Playstool	Sittingbourne	1									1.0	2.0	
49	UK Paper Leisure Club	Sittingbourne	4			2						14.0 ¹⁶	12.0	
50	Woodcombe Sports and Social Club	Sittingbourne	2			1			2			8.0	10.0	
52	Woodstock Park	Sittingbourne	4						1			8.5	10.0	
53	Borden Grammar School	Sittingbourne		1			2					3.0	6.0	
64	Westlands School	Sittingbourne	3									2.0	12.0	
70	Iwade Community Primary School	Sittingbourne					1					2.0	2.0	
74	South Avenue Infant School	Sittingbourne						1				2.5	1.0	
102	Fulston Manor School (Cromers Corner Playing Field)	Sittingbourne		2								1.5	4.0	

It should be noted there is informal and/or unauthorised use of public open spaces (accommodating football pitches) in the Borough. This can often impact on the ongoing maintenance and the overall quality of the playing pitches. As a result, this impacts on the capacity of pitches to accommodate competitive matches. Users report this is an issue at Festival Playing Fields which is scored as 'poor' quality.

¹⁶ Play also includes two training equivalents for Sittingbourne Athletics FC.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

5.5: Supply and demand analysis

Temporal demand

Temporal demand identifies times of peak demand and use of pitches throughout the week. The peak time use of senior and junior football pitches is on a Sunday morning (i.e. this is when most pitches are in use) due to this being the main kick off time for the two main leagues, Sheppey Sunday League and Medway Messenger Youth League. With the vast majority of play occurring on the same day, this creates significant pressure for the maximum number of pitches to be available on one day. On a weekly basis there are 59.5 adult, 57 junior and 15 mini games being played in Swale.

The table below provides a summary of temporal demand for pitches in the Borough:

Table 5:15: Temporal demand for pitches in Swale

Day	Games	% of games	No. of games per week
Saturday	Adult games	23%	Total 59.5 adult games 57 junior games 15 mini games
	Junior games	21%	
	Mini games	13%	
Sunday	Adult games	61%	
	Junior games	79%	
	Mini games	87%	
Midweek	Adult games	17%	
	Junior games	-	
	Mini games	-	

Spare capacity

There are 27 sites that express spare capacity to accommodate more matches (totalling 105.5 matches per week). When considering peak time capacity, some potential spare capacity is expressed as being available at peak time (Sundays).

For example, at peak time (Sunday AM) there is a need for 49.5 matches to be accommodated on senior pitches (this figure includes juniors that are playing on senior sized pitches) and 56 matches to be accommodated on junior sized pitches. Establishing the pitches available across Swale (58 senior and 19 junior pitches), indicates that at peak times there are on initial look some surpluses (22 senior pitches) but a deficiency of junior pitches (25). It should be noted that the surplus is attributed to sites expressing significant amounts of spare capacity such as Sittingbourne Community College (30 matches per week) and The Abbey School (7 matches per week). The ability for school sites to accommodate any significant further play is not considered a viable option; as schools have shown a lack of interest/willingness to allow a greater usage of their pitch provision.

A Council site showing a large amount of spare capacity is King Georges Playing Field, Sittingbourne and Milton Recreation Ground (5.5 matches per week). The majority of this spare capacity is due to minimal use of the pitches.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Furthermore, four sites (Courtenay Road Playing Fields, Sheerness East FC, Sheppey Sports Club and Iwade Community Primary School) are played to capacity and any additional play on these sites is likely to reduce the quality of pitches further.

Overplay

Overplay occurs when there is more play than the site is able to sustain (which is dependent upon pitch quality). In summary, eight sites are overplayed. Most of the sites showing overplay are identified as having an adequate or poor level of pitch quality. The exceptions are Hernhill Recreation Ground and Range Road Football Ground which are assessed as being of good quality.

In addition to overplay, the need to accommodate latent demand (expressed as 1.5 senior, 4.0 juniors or 3.5 mini pitches) within the current pitch stock should be taken into account.

The Strategy will further explore spare capacity and overplay on a site by site basis to fully determine surpluses and deficiencies in provision.

Football Team Generation Rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team. TGRs are derived by dividing the appropriate population age band in the area by the number of teams playing within that area in that age band. Calculating TGRs enables a comparison of participation to be made between different analysis areas. TGRs can help to quantify where and why to target sports development activities at a particular area where participation may be low.

The following current TGRs have been calculated for each of the analysis area based on the current supply and demand. Where no TGR is shown this indicates that no teams operate at the age group, for football, in that area.

Table 5.14: Football TGRs

Analysis area	Senior (16-45) Men's	Senior (16-45) Women's	Junior (10-15) Boys	Junior (10-15) Girls	Mini-soccer (6-9) Mixed
Faversham	1:323	1:2,041	1:54	1:589	1:547
Sheppey	1:349	-	1:76	1:1,621	1:207
Sittingbourne	1:228	1:1,219	1:35	1:2,141	1:177
SWALE	1:279	1:2,020	1:47	1:1,235	1:224
NATIONAL AVERAGE	1:452	1:19,647	1:195	1:4,038	1:431

Relative to national averages, participation rates in Swale are significantly higher than national averages. For example, there are higher levels of senior football participation for both men and women in Swale. Junior participation for boys and girls is also generally greater than national averages across the Borough. Furthermore, mini-soccer is also higher than the national average particularly in the Sittingbourne analysis rate.

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It has not been possible to benchmark Swale's football team generation rate against those recorded for its nearest neighbours as these are not robust and up to date. In addition, it is not possible to benchmark TGR's against its 'nearest neighbours' Dover, Sedgemoor, Lancaster and Havant as the local authorities either have not PPS in place or it is not robust and up to date.

Future TGRs (2026)

By taking into account potential increases in participation and applying TGRs to the projected population¹⁷ for 2026, we can project the theoretical number of teams that would be generated in the future, and therefore the expected demand on the facilities. The table below provides details about potential increases in the number of teams in 2026. The most significant increase will occur in the Sittingbourne Analysis Area with an additional 27.8 football teams by 2026.

Table 5.15: Future demand increases (Future TGR and number of additional teams)

Analysis area	No. of additional football teams by 2026				
	Senior men	Senior women	Junior boys	Junior girls	Mini soccer ¹⁸
Faversham	0.9	0.2	1.0	0.1	0.2
Sheppey	3.9	0.0	3.6	0.2	1.7
Sittingbourne	9.3	1.8	13.2	0.2	3.3
SWALE	13.4	1.8	16.7	0.6	4.5

The most likely future increase in the number of teams is identified in the category of junior boys, for which, there will be anticipated further 16.7 teams by 2026. These teams are most likely to occur in the Sittingbourne Analysis Area.

In addition, latent demand (summarised in table 5.12) for an additional 1.5 senior, 4 junior and 3.5 mini pitches has been identified in the Borough.

Playing Pitch Model (PPM)

Sport England's PPM is used to assess whether current and future supply of pitches is sufficient at peak times. The PPM results are shown below.

¹⁷ Population Source Data for 2011 and 2016 provided by Swale District Council: Copy of Ward forecasts_14 494 dwelling scenario_results_version 2.xls

¹⁸ Girls and boys play alongside each other in mini soccer at U7s – U10s i.e. ages 6-9 years old.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.16: Current and Future PPM summary

Analysis area	Current surplus/deficiency of football pitches			Future surplus/deficiency of football pitches by 2026		
	Senior pitches	Junior pitches	Mini pitches	Senior pitches	Junior pitches	Mini pitches
Faversham	11.0	-5.0	2.5	8.0	-5.3	2.4
Sheppey	0.5	-6.5	-4.0	-1.3	-8.3	-4.8
Sittingbourne	16.5	-14.5	-2.0	12.7	-20.3	-3.6
SWALE	28.0	-26.0	-3.5	19.5	-33.9	-6.0

Those sites which have not been allocated as having regular current play (i.e. no community use) have **not** been included in the PPM analysis above.

It should be noted that these surplus/deficit predications should not be used in isolation and should be considered within the context of other report findings/outcomes. For example, there is a significant surplus of senior pitches, but a significant deficit of junior football pitches. The current deficit of junior pitches (-26.0) broadly equates to the surplus of senior pitches. However, it should be noted that junior teams in Swale (aged 13 upwards) prefer to play on senior sized pitches and therefore a large proportion of senior pitches should be retained for junior play.

The lack of designated junior sized pitches is further exaggerated by the level of latent demand expressed (four junior pitches).

The current oversupply of senior pitches is generally aggregated spare capacity across primarily education sites where spare capacity is greatest, where although the facilities are available for community use tends only to be used for one or two matches per week. In the Faversham Analysis Area, for example, there is a small (2.5) over supply of mini pitches which is made up of spare capacity at Davington Primary School. As such the oversupply of pitches should not be treated as a surplus of pitches. Three fifth of clubs report that senior membership levels have generally remained the same over the previous three years and it is not likely that senior participation will increase significantly in the Borough.

The current lack of junior pitches in the Sittingbourne Analysis Area is further increased by the latent demand expressed for a further 2.5 junior pitches. In addition, the Sheppey Analysis Area shows a deficit of junior and mini pitches which again is attributed to the high incidence of junior and mini teams playing across senior pitches.

By 2026, it is anticipated there will be a surplus of 19.5 senior pitches particularly in the Faversham and Sittingbourne analysis areas. There is a predicted deficiency of junior pitches (-33.9) across all analysis areas and a deficiency of mini (-6.0) pitches in three analysis areas; Sheppey, Sittingbourne and Faversham. As identified with the current surplus of senior pitches, junior teams in Swale (aged 13 upwards) prefer to play on senior sized pitches and therefore a large proportion of senior pitches should be retained for junior play. Increasing access to education sites which are not currently available for community use could help to address the current and future shortfall of junior and mini pitches.

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PLAYING PITCH ASSESSMENT

Football summary

- ◀ There are a total of 244 teams playing on pitches in Swale.
- ◀ The audit identifies 38 sites currently available for community use, providing a total of 96 pitches. The 30 sites identified as having no community use accounts for 44% of total pitch provision.
- ◀ There are areas of population density, particularly on Sheppey and Faversham that are not served or sit on the periphery of a 15 minute catchment area of a football pitch for example Conyer, Uplees, Graveny and Leydown-on-sea.
- ◀ In general the quality of pitches across Swale is deemed to be 'adequate'. League consultation indicates that pitch quality often deteriorates towards the end of the playing season due to overplay on local authority pitches.
- ◀ Just over three-fifth (61%) of clubs responding to the survey report that the number of senior teams fielded over the previous three years has remained roughly the same. Over a quarter of clubs (26%) report that the number of senior teams has increased and a small proportion of clubs (13%) report a decrease.
- ◀ Six clubs report that if more pitches were available at their home ground they would have more teams. Latent demand does not necessary mean that more new pitches need to be created but that the capacity of existing pitches could be increased to meet demand.
- ◀ In general the current playing pitch stock should be protected and consideration should be given to changing the designation of some senior pitches to cater for junior and mini football. After taking into account latent demand there is a need to provide more junior and mini pitches across the Borough.
- ◀ Sport England's Facilities Planning Model Report (2012) provides a 'global' simplistic picture of the adequacy of provision to meet demand in by 2031. This identifies an oversupply of around two AGPs in Swale in 2012 and up to 3 pitches in 2031. However, this supply/demand balance does not take into account a number of factors including the location, nature, quality and accessibility of provision in relation to demand, facilities in neighbouring areas and the cross boundary movement of demand.
- ◀ The PPM Model identifies that by 2026, it is anticipated there will be a surplus of 19.5 senior pitches particularly in the Faversham and Sittingbourne analysis areas. There is a predicted deficiency of junior pitches (-33.9) across all analysis areas and a deficiency of mini (-6.0) pitches in three analysis areas; Sheppey, Sittingbourne and Faversham. Increasing access to education sites which are not currently available for community use could help to address the current and predicted shortfall of junior and mini pitches.
- ◀ The most likely future increase in the number of teams is identified in the category of junior boys, for which, there will be anticipated further 16.7 teams by 2026. These teams are most likely to occur in the Sittingbourne Analysis Area.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 6: CRICKET

6.1: Introduction

The Kent Cricket Board (KCB) is the governing and representative body for cricket within the County, including Swale. Its aim is to encourage, support and promote participation and development of the game at all levels ages and abilities, promote excellence in playing, coaching, officiating and the quality of both playing surfaces and social facilities.

Kent Cricket Board Facilities Strategy 2008 – 2013

The Kent Cricket Board Facilities Strategy is in line with ECB's Whole Sport Plan and is designed to support focus and affiliated clubs to provide quality facilities. It is also intended to prioritise the need for investment. The priorities identified for the Kent Region include:

- ◀ Improve the quality of practice facilities non-turf and fine turf based on area strategic need and value of the investment.
- ◀ Ensure all focus clubs have qualified ground staff.
- ◀ Improve the provision of pavilions and changing facilities particularly for officials changing accommodation.
- ◀ Advise clubs with less than 21 years tenure remaining on leases.
- ◀ Improve the quality of match playing facilities and expand provision where needed.
- ◀ Provision of suitable machinery to meet the above priorities (including covers, sight screens and cutting machinery).

Consultation

An electronic survey was distributed by email to all clubs playing in Swale. Responses were received from 16 of the 24 clubs (67% response rate). Results are used to inform key issues within this section of the report.

6.2: Current provision

In total, there are 28 cricket pitches in Swale, of which, 25 (88%) are available for community use. This is predominantly through resident club use.

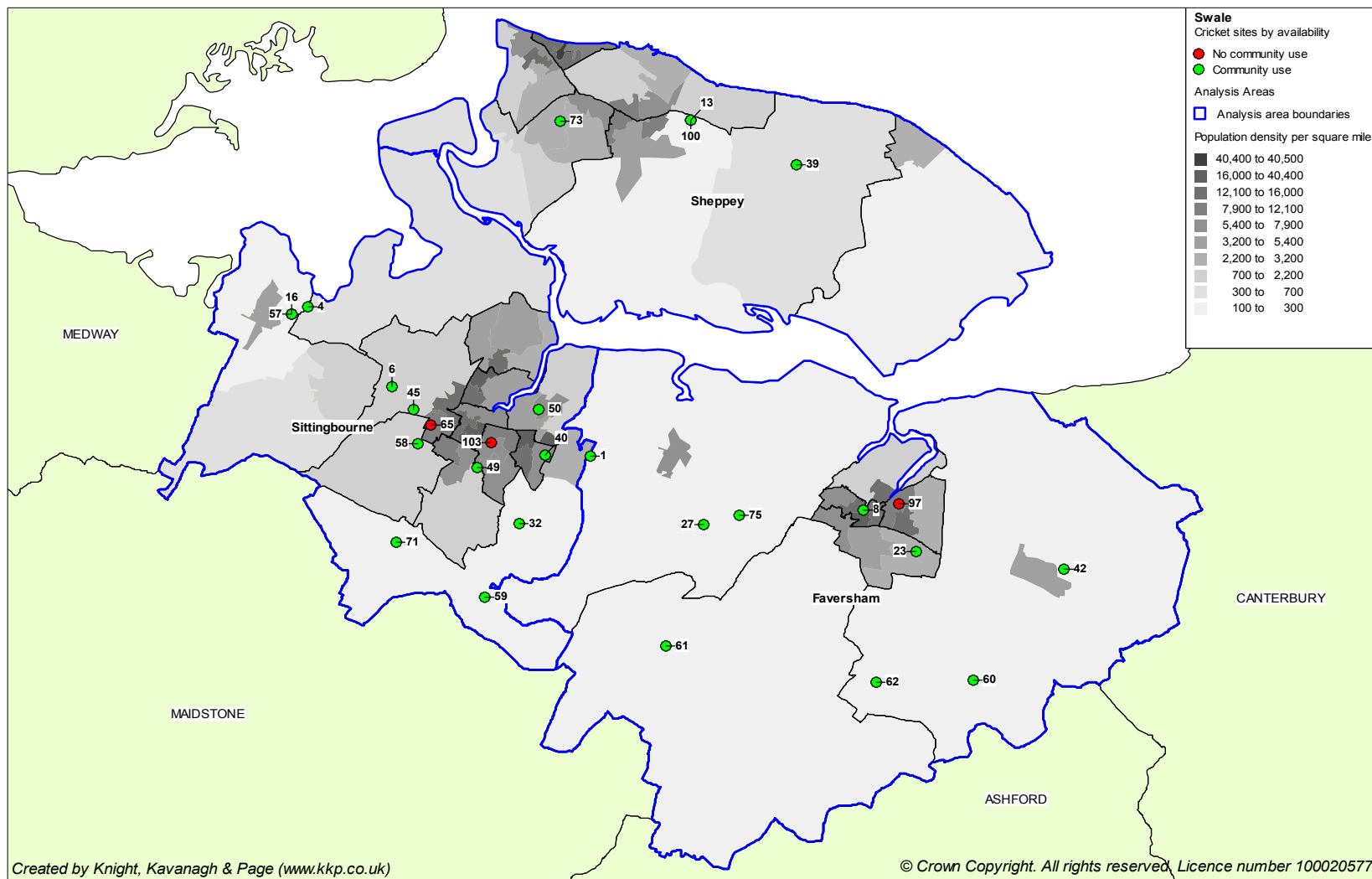
There are two cricket pitches; Queen Elizabeth Grammar School and Westlands School, which have been excluded from the supply and demand analysis because there are no teams currently playing on the site and/or because they are not available for community use (referenced in Table 6.2). These sites could offer potential capacity/additional pitches if the current supply does not meet expressed demand.

Table 6.1: Summary of pitches available for community use

Analysis area	Total no. of pitches	Total no. of pitches available for community use
Faversham	10	9
Sheppey	3	4
Sittingbourne	13	12
SWALE	26	25

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 6.1: Location of cricket pitches in Swale



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Table 6.2: Key to map of cricket pitches

Site name	KKP ref	Analysis area	Community use	Number of pitches
Bapchild Cricket Club	1	Faversham	Yes	1
Davington Priory Cricket Club	8	Faversham	Yes	1
Macknade Cricket Club	23	Faversham	Yes	1
Norton Park	27	Faversham	Yes	1
Provender Cricket Club	75	Faversham	Yes	1
Queen Elizabeth Grammar School	97	Faversham	No	1
Selling Cavaliers Cricket Club	60	Faversham	Yes	1
Sharsted Sports Club	61	Faversham	Yes	1
Sheldwich Cricket Club	62	Faversham	Yes	1
Sparrows Hill	42	Faversham	Yes	1
Gilbert Hall	13	Sheppey	Yes	1
Sheppey Sports Club (cricket overmarked)	73	Sheppey	Yes	1
Shurland Meadow	39	Sheppey	Yes	1
St George's Church of England Primary School	100	Sheppey	Yes	1
Bredgar Recreation Ground	71	Sittingbourne	Yes	1
Chapel Meadow	4	Sittingbourne	Yes	1
Cold Harbour Lane (Rook Lane)	6	Sittingbourne	Yes	1
Holywell Meadow	16	Sittingbourne	Yes	1
Holywell Meadow (cricket overmarked)	57	Sittingbourne	Yes	1
Milstead Cricket Club	59	Sittingbourne	Yes	1
Rodmersham Cricket Club	32	Sittingbourne	Yes	1
Sittingbourne Community College Sports Centre	40	Sittingbourne	Yes	1
The Grove	45	Sittingbourne	Yes	1
The playstool (cricket overmarked)	58	Sittingbourne	Yes	1
UK Paper Leisure Club	49	Sittingbourne	Yes	1
Westlands School (cricket overmarked)	65	Sittingbourne	No	1
Woodcombe Sports & Social Club	50	Sittingbourne	Yes	1

Faversham (10 pitches) and Sittingbourne (12 pitches) analysis areas provide the most number of cricket pitches. When analysing a 15 minute service area drive time of existing pitches (see appendix six) there generally good access across Swale with a gap in provision to the North of Faversham in Conyer, Uplees and Graveny_ which sit on the periphery of the 15 minute catchment area.

Security of tenure

Pitch ownership and management across Swale is varied but with most provision being through private sports/social club. Three pitches: The Playstool (leased to Borden CC), Davington Priory (leased to Davington Priory CC) and Woodcombe Sports and Social Club (leased to Woodcombe Sports and Social Club) are owned by Swale Borough Council.

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Two clubs; Macknade and Minster (Sheppey) do not currently have formal lease agreements in place, however, both clubs are in the process of finalising lease agreements with the respective land owners.

Pitch quality

Most pitches in Swale (23) are assessed as being of a good quality. Pitches located at UK Paper Leisure Club are rated as average quality. Two pitches; Queen Elizabeth Grammar School and Westlands School are rated as poor quality. Both pitches are located at school sites and are over marked with other pitches (i.e. football and rugby). The table below summarises the pitch quality following site visits.

Table 6.3: Pitch quality of all pitches

Good	Average	Poor
23	1	2

Consultation with clubs further highlights that the overall quality of cricket pitches is considered, in general, to be good. Nearly three third of clubs (59%) report pitch quality is much/slightly better compared to the previous playing season due to a number of reasons including better management of pitch rotation and maintenance regimes. No clubs report a decline in pitch quality.

Six clubs (Eastchurch CC, Bredgar CC, Bobbing Court & Lower Halstow CC, Gore Court CC, Davington Priory CC and Woodcoombe Sports & Social CC) report evidence of dog fouling/glass/stones/litter, of which, four of these sites is accessible to others and has no fencing.

Maintaining high pitch quality is the most important aspect of cricket. If the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard Assessment (PQS). The PSQ looks at a cricket square to ascertain whether the pitch meets the Performance Quality Standards which are benchmarked by the Institute of Groundsmanship. The report identifies surface issues and suggests options for remediation together with likely costs. For further guidance on this can be sought from the ECB.

Ancillary facilities

All 16 clubs that responded to the survey in Swale are identified as having access to changing room facilities at their home ground. In general, clubs provide two changing rooms, however, five clubs have access to more than three changing rooms. Upchurch CC accommodates the largest number of changing rooms (six).

There is generally an acceptable standard of changing accommodation available at cricket clubs across Swale with nearly half of clubs (46%) rating the quality of their ancillary facilities as good. Changing facilities at three sites; Davington Priory, Shurland Meadow and Bredgar Recreation Ground are noted by users as being poor quality.

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Training

Access to cricket nets is important, particularly for pre-season/winter training. All clubs have access to training facilities. The level of access to training provision for clubs does vary. Subsequently some demand for additional cricket training facilities across Swale is reported by Macknade and Davington Priory cricket clubs. Munster (Sheppey) CC reports demand for better quality outdoor artificial nets to support its pre-season/winter training.

Facility development

Some clubs report facility issues impacting on its ability to participate. The table below presents a summary of facility issues across Swale identified during consultation.

Table 6.4: Facility development plans

Site	Issue
Davington Priory CC	The cricket pavilion is a wooden shack and is in need of renovation. The Club also report demand for a water supply to the cricket square which in return would help to increase the overall quality during dry conditions.
Upchurch CC	The Club is in the process of building improving its security by building a garage to store its equipment and machinery.

6.3 Demand

Cricket clubs in Swale range from small clubs offering a single cricket team such as Provender CC to those with several senior and junior teams at different age groups, as is the case at Bapchild CC. A total of 24 clubs in Swale generate 62 senior teams (including midweek teams) and 39 junior teams. No womens teams have been identified.

Consultation reports the number of clubs in Swale has declined over the previous ten years with many clubs amalgamating due to a lack of demand.

Table 6.5: Summary of teams by analysis area

Analysis area	No. of competitive teams	
	Seniors	Juniors
Faversham	21	15
Sheppey	11	9
Sittingbourne	30	15
SWALE	62	39

An analysis of match play identifies that peak time use by senior teams is Saturday and juniors is on a Sunday. There are a total of eight clubs that provide multiple teams across different age groups and account for 63 teams playing in Swale. The remaining clubs are one team clubs.

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Priority clubs have been identified strategically by the ECB as those committed to long-term junior development. This includes the adoption of a development plan (to identify how a club will help to develop the sport and its facilities) and achieving (or working towards) Clubmark accreditation. In return, clubs receive support (both technical and financial) from the ECB. There are three priority clubs in Swale; Upchurch, Bobbing Court & Lower Halstow and Macknade.

There is good junior participation in Swale with six clubs fielding more than two junior teams. Bapchild CC accommodates the largest number of junior teams (10). A continued increase in club membership levels, particularly juniors, could have an impact on access to, and the quality of, pitches.

Eight out of ten clubs (87%) report that senior membership levels in have remained static over the previous three years. Minster (Sheppey) CC report an increase of two mid-week senior teams as well as an increase in junior membership levels in the previous three years. Bapchild CC also reports a growth in its senior playing membership by two teams (one Saturday League team & one Sunday Friendly team) to enable its junior cricketers to be exposed to senior cricket.

Static participation levels are mirrored in junior cricket with over three fifth (64%) of clubs reporting its junior playing membership has remained static over the previous three years. Four clubs report a growth of an additional five teams (predominately at U9 level).

Minster Sheppey CC signals its intent to increase the number of teams currently playing. Analysis of match play identifies its home ground (comprising one pitch with 10 grass wickets and one artificial wicket) has the capacity to accommodate additional play.

Women's and girls' cricket

Women's and girls' cricket is a national priority and there is a target to establish two girls' and one women's team in every local authority over the next five years.

Kent Cricket Board has recently appointed a Women's and Girls Development Officer to work in conjunction with schools and clubs to increase the participation level of girl's grass roots cricket across the County. A junior girls' cricket training session was established in Summer 2012 (mid week) using Bapchild CC. Consultation reports approximately 16 girls attending the weekly sessions. However, it should be noted that girls do also play cricket in mixed junior teams in Swale.

School cricket

Chance to Shine (C2S) is being delivered through Kent Cricket Board, strategically placed due to either IMD wards, high areas of BME activity, or existing strong links between community clubs and local primary and secondary schools that will produce good migration rates.

Each school receives 18 hours of free curriculum and extra curriculum coaching from a fully qualified level two coach, be it either a club based coach or NCB community coach. In addition, the school receives an assembly visit, entry to a local kwik and drax competition and teacher CPD.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

6.4: Provision of cricket pitch sites assessed by quality and capacity




Capacity analysis for cricket is measured on a seasonal rather than weekly basis. This is due to playability (i.e., only one match is generally played per pitch per day at weekends or weekday evening). Wickets are rotated throughout the season to reduce wear and allow repair. Therefore, it is more accurate to assess capacity seasonally rather than weekly. The capacity of a pitch to accommodate matches is driven by the number and quality of wickets. This section presents the current pitch stock available for cricket in Swale. It illustrates the:

- ◀ Number of grass and artificial cricket wickets per pitch
- ◀ Number of competitive matches per season per pitch

To help calculate pitch capacity, the ECB suggests that a good quality wicket should be able to take:

- ◀ 5 matches per season per grass wicket (adults).
- ◀ 60 matches per season per synthetic wicket (adults).

This information is used to allocate capacity ratings as follows:

If a pitch is shaded as 'green' it has spare capacity	
If a pitch is rated as 'amber' it is used to capacity	
If a pitch is rated as 'red' it is over played	

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 6.6: Cricket pitch capacity

KKP ref	Site name	Analysis area	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating	Comment
			No. of grass wickets ¹⁹	No. of artificial wickets				
1	Bapchild Cricket Club	Faversham	16	-	110	80		The pitch is overplayed at peak time by 30 matches during the cricket season.
8	Davington Priory Cricket Club	Faversham	6	-	18	30		The Club considers the pitch is undersized. It also reports evidence of dog fouling/stones/litter.
23	Macknade Cricket Club	Faversham	14	1	75	130		The Club is in negotiations with the landowner to secure a long term lease (i.e. 35 years). It rates the outfield and artificial wicket as uneven.
27	Norton Park	Faversham	11*	-	20**	55		Site assessments rate the cricket pitch as good quality.
42	Sparrows Hill	Faversham	11*	-	10**	55		Site comprises a traditional wooden pavilion and a cricket pitch. Homeground to Broughton under Bleam CC it has a lease (owned by Dawes Estate) which is due to expire in 2020.
60	Selling Cavaliers Cricket Club	Faversham	11*	-	30**	55		Site assessments noted that part of the field had been ploughed. The old wooden pavilion on site is in need of some renovation.

¹⁹ *Where the number of wickets is unknown, the average of 11 wickets is used.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

KKP ref	Site name	Analysis area	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating	Comment
			No. of grass wickets ¹⁹	No. of artificial wickets				
61	Sharsted Sports Club	Faversham	11*	-	10**	55		There is a dilapidated artificial wicket on the site.
62	Sheldwich Cricket Club	Faversham	11*	-	40**	55		Attractive ground on 'common'. Small wooden clubhouse is in reasonable repair.
75	Provender Cricket Club	Faversham	11*	-	10**	55		Privately owned by a local resident access to the site is by invitation only.
39	Shurland Meadow	Sheppey	9	-	10	45		The site is owned by Swale Borough Council and is leased to Eastchurch CC. The Club reports there are regular issues with horse riders and golfers accessing the site.
73	Sheppey Sports Club	Sheppey	10	1	90	110		The cricket pitch is overmarked on the football pitches.
13	Gilbert Hall	Sheppey	10	1	77	110		Good quality site.
4	Chapel Meadow	Sittingbourne	28	-	144	140		Home ground to Bobbington Court & Lower Halstow and Newington CC
16	Holywell Meadow	Sittingbourne	11*	-	70	55		The pitch is located immediately next to KKP Ref 57 Holywell Meadow. Both pitches are home ground to Upchurch CC. The pitch is overplayed by 25 matches per season.
32	Rodmersham Cricket Club	Sittingbourne	11*	-	82	55		The pitch is overplayed by 27 matches during the cricket season.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

KKP ref	Site name	Analysis area	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating	Comment
			No. of grass wickets ¹⁹	No. of artificial wickets				
40	Sittingbourne Community College Sports Centre	Sittingbourne	11*	1	115	10		Used by Bapchild CC to accommodate its third XI competitive team. Site assessments note the quality of the artificial wicket is rising in places.
45	The Grove	Sittingbourne	2	-	30	20		The pitch is overplayed by 10 matches during the cricket season.
50	Woodcombe Sports and Social Club	Sittingbourne	11*	-	10**	55		The cricket pitch is currently used at weekend only to accommodate Woodcombe CC (friendly fixtures only). Note: As of the next cricket playing season (2013-14) the pitch will also accommodate Belnor CC (moving from its homeground at UK Paper Leisure Club).
57	Holywell Meadow (cricket overmarked)	Sittingbourne	11*	-	50	55		The pitch is located immediately next to KKP Ref 16 Holywell Meadow. Both pitches are home ground to Upchurch CC
58	The Playstool	Sittingbourne	11*	-	10**	55		The cricket pitch is overmarked on the football pitch which is assessed as good quality.
59	Milstead Cricket Club	Sittingbourne	11*	-	30	55		Good quality site with spare capacity to accommodate additional play.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

KKP ref	Site name	Analysis area	Pitches		Play (matches per season)	Capacity (matches per season)	Capacity rating	Comment
			No. of grass wickets ¹⁹	No. of artificial wickets				
71	Bredgar Recreation Ground	Sittingbourne	6	-	10	30		Consultation rates the pavilion as poor.
6	Cold Harbour Lane Rook Lane)	Sittingbourne	11*	-	10**	55		The site is used by Bobbing Court & Lower Halstow CC. It also on a Sunday by Newington CC (nomadic club).
49	UK Paper Leisure Club	Sittingbourne	7	-	20	35		The site is currently used by Belnor CC. However, as of the next playing season 2013 -14 Belnor CC will relocate to Woodcombe Sports & Social Club. Consultation reports the site at UK Paper Leisure Club will no longer accommodate a cricket pitch.

** In order to calculate pitch capacity at sites where clubs have not responded to consultation, the number of matches per season is given based on an average of 10 home matches per season for a senior team and 8 matches per season for a junior team.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

6.5 Supply and demand analysis

Spare capacity

A significant number of sites in Swale (17 in total) are identified as having spare capacity. However, it should be noted the spare capacity of sites located on recreation or education sites do not take into account unrecorded or other public use.

Overplay

Five sites are deemed to be overplayed in Swale; Bapchild, Chapel Meadow, Holywell Meadow, Rodmersham and The Grove. This is primarily due to the numbers of teams using the sites each week. Overplay is most significant at Bapchild CC (30 matches), Rodmersham CC (27 matches) and Holywell Meadow (25 matches).

Temporal demand

Temporal demand identifies times of peak demand and use of pitches throughout the week. In total, there are 43.4 adult and 11.7 junior matches played per week for Cricket on pitches in Swale. The peak time use of cricket pitches for adult matches is on a Saturday (i.e. this is when most pitches are in use). All junior matches take place on a Sunday (100% of matches). The table below provides a summary of temporal demand for pitches in the Borough:

Table 5:15: Temporal demand for pitches in Swale

Day	Games	% of games	No. of games
Saturday	Adult games	71%	Total 43.4 adult games per week 11.7 home games per week
	Junior games	0%	
Sunday	Adult games	0%	
	Junior games	100%	
Midweek	Adult games	29%	
	Junior games	0%	

Cricket team generation rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team. They are derived by dividing the appropriate population age band in the area by the number of teams playing within the area in that age band. Calculating TGRs enables comparison of participation between different analysis areas where similar studies have been undertaken.

The following current TGRs have been calculated for each analysis area. Where none is shown, no teams operate at that age group, for cricket, in that area.

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Table 6.7: Cricket TGRs

Analysis area	Senior (18-55) Men	Senior (18-55) Women	Junior (11-17) Boys	Junior (11-17) Girls
Faversham	1:365	-	1:97	-
Sheppey	1:921	-	1:205	-
Sittingbourne	1:457	-	1:172	-
SWALE	1:508	-	1:151	-
NATIONAL AVERAGE	1:1,415	1:54,815	1:195	1:4,038

There is no national TGR for junior girls' cricket (11-17). Participation rates are higher than national averages. There are high senior TGRs recorded for senior men and junior boys.

It has not been possible to benchmark Swale's Cricket team generation rate against those recorded for its nearest neighbours as these are not robust and up to date. In addition, it is not possible to benchmark TGR's against its 'nearest neighbours' Dover, Sedgemoor, Lancaster and Havant as the local authorities either have not PPS in place or it is not robust and up to date.

Future demand

Population growth²⁰ in Swale has been applied to provide an indication as to how many additional cricket teams will be generated in the future. The most significant increase will occur in the Sittingbourne analysis area with an additional 6.0 senior and 3.0 junior boys cricket teams

Table 6.8: Future demand increases (Number of additional teams)

Analysis area	No. of additional teams by 2026			
	Senior (18-55) Men	Senior (18-55) Women	Junior (11-17) Boys	Junior (11-17) Girls
Faversham	1.1	-	0.8	-
Sheppey	1.8	-	1.5	-
Sittingbourne	6.0	-	3.0	-
SWALE	9.4	-	5.8	-

It is likely that women's and girls' cricket participation will further increase given the ECB national target to establish two junior girls' and a women's team in every local authority over the next five years (as detailed earlier).

Playing Pitch Model (PPM)

Sport England's PPM is used to assess whether supply of pitches will be sufficient at peak times. The current TGRs recommended above are applied to the PPM to illustrate any shortfalls of pitches. A summary of surpluses and deficiencies is shown overleaf.

²⁰ Population Source Data for 2011 and 2016 provided by Swale District Council: Copy of Ward forecasts_14 494 dwelling scenario_results_version 2.xls

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 6.9: PPM summary

Analysis area	Current surplus/deficiency of cricket pitches	Future surplus/deficiency of cricket pitches by 2026
Faversham	-1.5	-2.0
Sheppey	-1.5	-2.4
Sittingbourne	-3.0	-6.0
SWALE	-6.0	-10.4

Sites which have not been identified as accommodating current regular play are not included in the PPM analysis. It should also be noted that these surplus/deficit predications should not be used in isolation, but rather placed within the context of other findings and issues highlighted in the report.

The PPM analysis of cricket pitches shows a current deficiency in the provision at peak times in all areas. These shortfalls are due to the significant amount of adult matches occurring on a Saturday (71% of adult matches) during the week. The greatest shortfall is in the Sittingbourne analysis area.

Junior teams are likely to play shorter games (and therefore more teams can be accommodated than specified by the PPM). This means that the shortfalls in current provision may not be as severe as they appear and in some instances current play can be accommodated on current supply. Analysis of site capacity (summarised in table 6.6) demonstrates that the large majority of sites (19 in total) have spare capacity and only a small number of sites (five in total) are operating at over capacity. Consultation reports the number of clubs in Swale has declined over the previous ten years with many clubs amalgamating due to a lack of demand.

Although the PPM indicates there will be a greater shortfall of cricket pitches by 2026 if trends continue it is likely that increasing access to education sites (as oppose to new provision), where possible, could help to satisfy future demand.

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Cricket summary

- ◀ There are 28 cricket pitches, of which 25 (88%) are available for community use in Swale, accommodating 101 teams (including seniors and juniors).
- ◀ The majority of the population in Swale are within a 15 minutes drive time catchment area of a Cricket pitch that has community access with only the areas around Faversham of Graveny, Uplees and Conyer sitting on the edge of a 15 minute catchment.
- ◀ Site assessments generally score the quality of pitches as good. Two pitches; Queen Elizabeth Grammar School and Westlands School are rated as poor quality. These sites are not currently available for community use.
- ◀ Demand for additional cricket training facilities is expressed by Macknade and Davington Priory cricket clubs. Munster (Sheppey) CC reports demand for better quality outdoor artificial nets to support its pre season/winter training.
- ◀ Analysis of match play indicates a number of sites (17 in total) which have spare capacity to accommodate additional play. However, five sites are deemed to be overplayed primarily due to the number of teams (both senior and juniors) using the sites each week. Where this is due to junior play i.e., Rodmersham Cricket Club provision of artificial wickets at sites would help to reduce overplay.
- ◀ In order to meet the current and future shortfall of cricket pitches there is a need for additional cricket pitch provision; particularly in the Sittingbourne Analysis Area (where four sites are overplayed).
- ◀ Whilst there is a small shortfall of pitches in Faversham Analysis Area, this could potentially be accommodated at Queen Elizabeth Grammar School (site provides one cricket pitch which is poor quality and is not available for community use). Consultation reports the School has plans in the future to relocate the cricket pitch to ensure provision is available throughout the cricket season.
- ◀ The PPM analysis of cricket pitches shows a current deficiency in the provision at peak times in all areas. These shortfalls are due to the significant amount of adult matches occurring on a Saturday (71% of adult matches) during the week. The greatest shortfall is in the Sittingbourne analysis area. There will be a greater shortfall of cricket pitches by 2026. However, if trends continue it is likely that increasing access to education sites (as oppose to new provision), where possible, could help to satisfy future demand.
- ◀ Population growth²¹ in Swale has been applied to provide an indication as to how many additional cricket teams will be generated in the future. The most significant increase will occur in the Sittingbourne analysis area with an additional 6.0 senior and 3.0 junior boys cricket teams by 2026. Furthermore, It is likely that women's and girls' cricket participation will further increase given the ECB national target to establish two junior girls' and a women's team in every local authority over the next five years (as detailed earlier).

²¹ Population Source Data for 2011 and 2016 provided by Swale District Council: Copy of Ward forecasts_14 494 dwelling scenario_results_version 2.xls

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PART 7: RUGBY

7.1: Introduction

The Kent County Rugby Football Union (KRFU) administers rugby union across the County, including Swale. There are three active clubs (Sittingbourne, Sheppey and Faversham) playing competitively in Swale with the season operating from September to April.

Consultation

An electronic survey was sent to rugby clubs playing in Swale, all of which responded. Results are used to inform key issues within this section of the report.

7.2: Current provision

In total, there are 14 rugby union pitches (eight senior and six mini pitches) located across three sites which are available for community use in Swale.

Table 7.1: Summary of rugby union pitches available for community use

Analysis area	Number of pitches available for community use	
	Senior pitches	Mini pitches
Faversham	1	-
Sheppey	3	3
Sittingbourne	4	3
SWALE	8	6

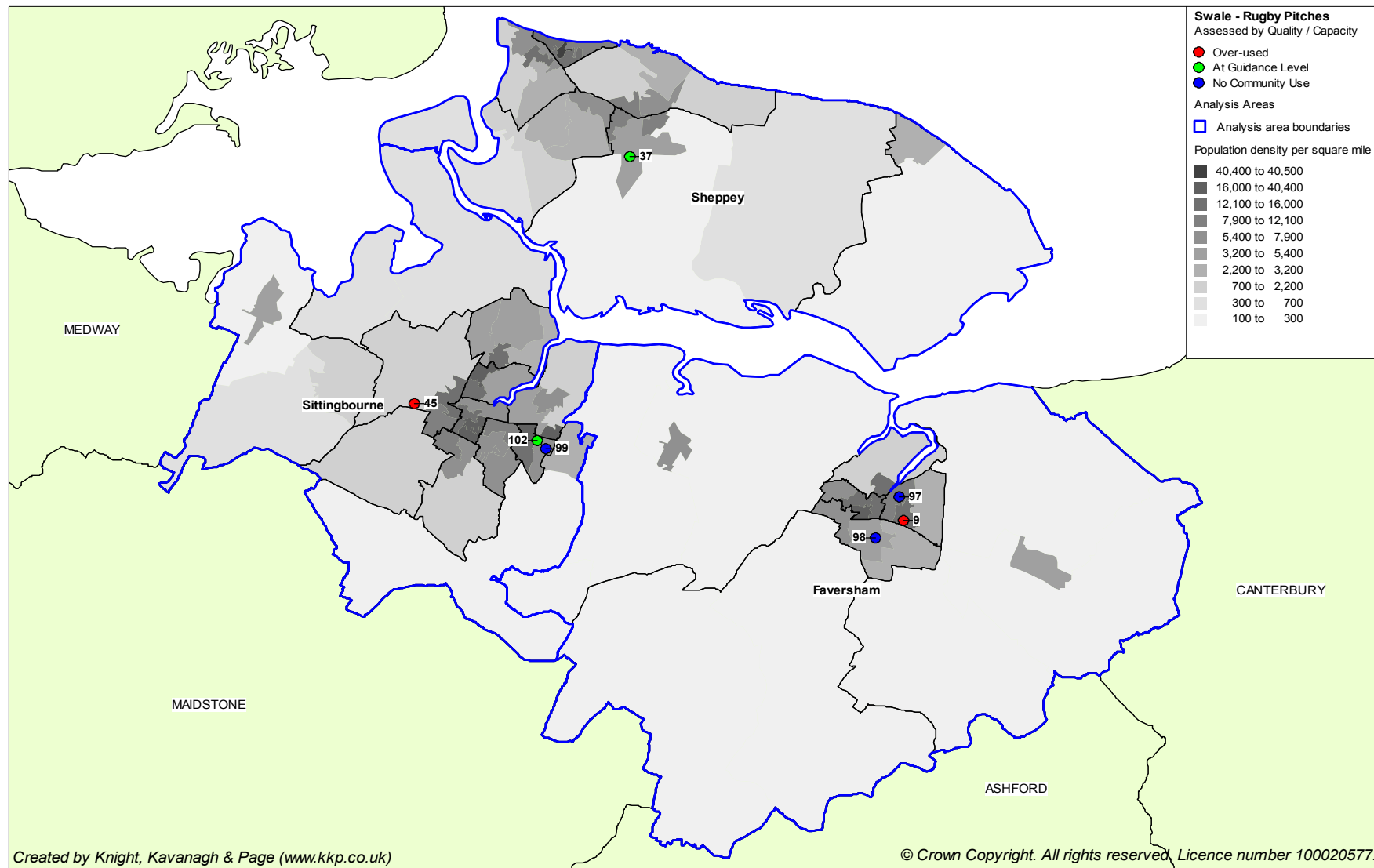
Please note that the audit only assesses dedicated, line marked pitches. Towards a Level Playing Field methodology identifies that a rugby pitch is 144m x 69m and a junior pitch is 70m x 43m.

In addition, there are three senior rugby union pitches not available for community use. These are all located at educational sites and are located in the Faversham and Sittingbourne analysis areas.

Figure 7.1 below indicates that the distribution of rugby pitches is concentrated in the Sittingbourne and Faversham analysis areas. The map also includes several sites without community use (identified as a blue dot on the map below).

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 7.1: Location of rugby union pitches in Swale



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Table 7.2: Key to map

KKP ref	Site name	Analysis area	Community use	Senior	Mini
9	Faversham Recreation Ground	Faversham	Yes	1	-
97	Queen Elizabeth Grammar School	Faversham	No	1	-
98	The Abbey School	Faversham	No	1	-
37	Sheppey RFC	Sheppey	Yes	3	3
102	Fulston Manor School (Cromers Corner Playing Field)	Sittingbourne	Yes	2	-
99	Sittingbourne Community College Sports Centre	Sittingbourne	No	1	-
45	The Grove	Sittingbourne	Yes	2	3

The majority of the Swale population are within a 15 minute drive time of a Rugby pitch with community access (See appendix 7) with a few areas such as Upchurch, Graveny, Conyer and Uplees sitting on the periphery of these catchment areas.

Pitch quality

Site assessments suggest that the quality of rugby pitches across Swale is generally 'good'. However, it should be noted that site visits are 'non technical' and do not capture issues such as drainage and maintenance.

Table 7.3: Pitch quality assessments of community use pitches following site visits

Senior pitches			Mini pitches		
8			6		
Good	Average	Poor	Good	Average	Poor
6	2	-	6	-	-

The pitches at Sheppey RFC are recognised as being of high quality despite being located on a floodplain.

7.3: Key summary of consultation

Sittingbourne RFC

The Club fields 13 teams including midis, juniors and seniors and has been awarded the RFU's mini and youth 'Seal of Approval' accreditation. Its senior playing membership has remained static over the previous three years. However, it reports its mini/midi teams have increased at all ages from U6 to U12.

Its home ground is located at The Grove. The site includes five rugby pitches (two senior and three mini) a cricket pitch and a clubhouse facility. It has plans to increase by two youth boy's teams and reports this will be accommodated at The Grove. However, the site is overplayed due to the amount of competitive and training fixtures assigned to the pitches.

In order to accommodate its mini and youth section, it also accesses two rugby pitches at Fulston Manor School off site playing fields (Cromers Corner Playing Field). The changing facilities are not available for community use due poor quality. As a result, the

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Club is actively seeking alternative venues where there is access to pitches alongside ancillary provision such as changing, car parking and social facilities and is in informal discussions with Sittingbourne Community College Sports Centre.

Its long term aspiration is to secure its own home ground with access to a clubhouse facility and training provision. Whilst this is currently available at GCCC it believes its increasing membership (at mini/midi and youth level) will shortly outgrow the facilities available.

Sheppey RFC

Senior, youth and mini membership levels have remained static over the previous three years. It has been awarded the RFU's mini and youth 'Seal of Approval' accreditation. The Club has plans to increase the number of teams by four (one senior mens, one youth boys, one youth girls' and one mini/midi) which can be accommodated at its home ground.

Its home ground is located on Sheppey and contains three senior (one floodlit) and three mini pitches, car parking and a clubhouse facility with four changing rooms. It reports at peak times (when the pitches are used by both genders) there is not enough changing to accommodate all teams. Supported by the RFU, it cites facility development plans which include an extension to the existing clubhouse to enable an increase in the number of changing rooms. Planning permission and design guidance is still required for this development.

Faversham RFC

The Club field two senior rugby teams and accesses local authority pitches at Faversham Recreation Ground.

The changing facilities are rated by users as poor and in need of improvement. The showers are only available at weekends. Consultation suggests the pitches have tree roots emerging which create a health and safety issue (although some have been removed). Dog fouling and litter are also a reported issue on the pitches.

Training facilities

Rugby training is generally accommodated on existing competitive grass pitches (floodlit). As a result this contributes to a number being overplayed beyond their capacity. For example, pitches at The Grove are identified as being overused largely due to accommodating Sittingbourne RUFC's training fixtures as well as competitive fixtures.

Whilst there are a number of AGPs in Swale, none of these are International Rugby Board (IRB) approved.

7.4: Demand

In total, there are 27 rugby union teams playing across Swale (eight senior, seven junior and 12 mini teams). Sheppey accommodates the highest number of teams (seven senior and ten junior).

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Table 7.4: Summary of teams by analysis area

Analysis area	No. of competitive rugby union teams			
	Senior men	Senior women	Juniors	Mini rugby
Faversham	2	-	-	-
Sheppey	3	-	4	6
Sittingbourne	3	-	3	7
SWALE	8	-	7	13

Peak time demand for rugby pitches (matches) is on Sundays when both adult games (35% of matches) and all junior matches (100% of matches) are being played.

Both Sheppey and Sittingbourne rugby clubs have active junior sections. Whilst most clubs do not have dedicated junior girls' teams it should be noted that girls are able to play alongside boys up until the age of 12. This means that a number of girls may be playing rugby as part of a mixed team. Sheppey RFC is looking to increase girls' rugby as part of its club development plan by a specific girls' team which will be accommodated at its existing home ground.

Latent demand

Latent demand is defined as the number of additional teams that could be fielded if there was access to a sufficient number of pitches. No latent demand was identified during consultation.

7.5: Provision of rugby union pitch sites assessed by quality and capacity

In order to conduct a supply and demand assessment of rugby pitches in Swale, the following assumptions have been applied to site by site analysis:

- ◀ All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ◀ All competitive play is on senior sized pitches (with the exception of where mini pitches are provided).
- ◀ From U13 upwards, teams play 15-a-side rugby and use a full pitch.
- ◀ Mini teams (U7-12) play across half one adult team (i.e., two teams per senior pitch).
- ◀ For senior and junior teams the current level of play per week is set at 0.5 for each match played. This is based on all teams operating on a traditional 'home' and 'away' basis (this assumes half of matches will be played 'away').
- ◀ For mini teams, play per week is set at 0.25 for each match played based on all teams operating a traditional 'home' and 'away' system and that they play across half one adult team.
- ◀ All male adult club rugby takes place on a Saturday afternoon.
- ◀ Training that takes place on club pitches is reflected by addition of team equivalents.

This section presents the current pitch stock available for rugby union in Swale. It illustrates the:



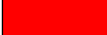
- ◀ Number of pitches rated as Good (G), Average (A) and Poor (P) on each site.
- ◀ Type of pitch(es) on each site (i.e., senior, junior, mini).

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The column entitled 'matches per week' is split into three sections – play, capacity and rating. It indicates the:

- ◀ Average number of fixtures played on the Site each week.
- ◀ Capacity of the pitches on each site.
- ◀ Rating of the pitches, which indicates if pitches are played under capacity (green), played at capacity (amber) or played over-capacity (red).

Calculation of *capacity* is based on the qualitative ratings. Taking into consideration Sport England guidelines on capacity the following was concluded:

If a pitch is rated as 'good' its capacity is specified as two matches per week	
If a pitch is rated as 'acceptable' its capacity is specified as one match per week	
If a pitch is rated as 'poor' its capacity is specified as 0.5 match every other week	

SWALE DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Where sites are overplayed in the Borough this is as a result of overplay i.e. due to the large number of teams using the pitches for competitive matches and training (team equivalents). Team equivalents²² have been calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (team equivalent of one) per night.

Table 7.5: Rugby union provision and level of community use

KKP ref	Site name	Analysis area	Senior			Mini			Matches/training per week			Comments
			G	A	P	G	A	P	Actual play	Capacity	Rating	
9	Faversham Recreation Ground	Faversham	1						3	2		The pitch is slightly overplayed by one match each week.
37	Sheppey RFC	Sheppey	3			3			7	12		Although the pitches are showing as having spare capacity at peak time (Sunday) the pitches are being used to capacity.
45	The Grove	Sittingbourne	2 ²³			3			10.8	10		The site is overplayed due to the amount of competitive and training fixtures assigned to this site. In addition, the pitches are also occasionally used to host school matches and festivals.
102	Fulston Manor School (Cromers Corner Playing Field)	Sittingbourne		2					-	4		Although the pitches are available for community use these are only used occasionally.

²² Refer to Appendix two for list of team equivalents.

²³ This includes one floodlit training pitch which is used by Sittingbourne Rugby Club to accommodate training and competitive matches

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

7.6 Supply and demand analysis

Overplay

Two sites; Faversham Recreation Ground and The Grove are identified as being overplayed due to the amount of competitive and training fixtures assigned to the pitches. This is affecting the quality and therefore capacity of rugby pitches.

Temporal demand

Temporal demand identifies times of peak demand and use of pitches throughout the week. The peak time use of rugby union football pitches is on a Saturday (i.e., this is when most pitches are in use). All adult competitive matches (four games per week) take place on a Saturday. Junior (3.5 games per week) and mini games (3.25 games per week) are solely on a Sunday (100% of matches). The table below provides a summary of temporal demand for pitches in the Borough:

Table 7.6: Temporal demand for pitches in Swale

Day	Games	% of games	No. of games per week
Saturday	Adult games	100%	Total 4 adult games 3.5 junior games 3.25 mini games
	Junior games	0%	
	Mini games	0%	
Sunday	Adult games	0%	
	Junior games	100%	
	Mini games	100%	
Midweek	Adult games	0%	
	Junior games	0%	
	Mini games	0%	

Rugby Team Generation Rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team. TGRs are derived by dividing the appropriate population age band in an area by the number of teams playing within that area in that age band. Calculating TGRs enables participation comparisons to be made between different areas.

The following current TGRs have been calculated for each of the analysis area based on the current supply and demand. Where no TGR is shown this indicates that no teams operate at the age group, for football, in that area.

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Table 7.7: Rugby TGRs

Analysis area	Senior (18-45) Men'	Senior (18-45) Women	Junior (13-17) Boys	Mini-rugby (8-12) Mixed
Faversham	1:2,715	-	-	-
Sheppey	1:2,509	-	1:389	1:532
Sittingbourne	1:3,344	-	1:715	1:644
SWALE	1:2,874	-	1:703	1:783
NATIONAL AVERAGE	1:7,032	1:43,770	1:2,105	-

Junior boys and mini-rugby is concentrated in two analysis areas; Sheppey and Sittingbourne. Where no TGR is shown this indicates there are no teams for that age group at present in Swale.

TGRs for rugby in Swale are good compared to national averages, particularly at senior mens' level and junior boys'. There is currently no participation recorded for junior girls'; this is a possible area for development in the future. However, this is the case across the Country and not just an issue in Swale. There is currently no recognised national average TGR for mini-rugby.

It has not been possible to benchmark Swale's Rugby team generation rate against those recorded for its nearest neighbours as these are not robust and up to date. In addition, it is not possible to benchmark TGR's against its 'nearest neighbours' Dover, Sedgemoor, Lancaster and Havant as the local authorities either have not PPS in place or it is not robust and up to date.

Future demand

Population growth²⁴ in Swale has been applied to provide an indication as to how many additional rugby teams will be generated in the future. This will result in an additional 4.2 rugby teams across Swale by 2026.

Table 7.8: Future demand increases

Analysis area	No. of additional teams by 2026			
	Senior (18-55) Men	Senior (18-55) Women	Junior (11-17) Boys	Junior (11-17) Girls
Faversham	0.1	-	-	-
Sheppey	0.5	-	0.7	1.0
Sittingbourne	0.6	-	0.6	1.4
SWALE	1.2	-	1.1	2.0

²⁴ Population Source Data for 2011 and 2016 provided by Swale District Council: Copy of Ward forecasts_14 494 dwelling scenario_results_version 2.xls

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In addition, Sittingbourne RFC has plans to increase by an additional two youth boy's teams and reports this will be accommodated at The Grove. However, it should be noted that the site is already overplayed due to the amount of competitive and training fixtures assigned to the pitches.

Spare capacity

The pitches at Sheppey RFC are shown as having spare capacity, although from an analysis of usage they are in fact used to capacity at peak time (Sunday). Therefore, any further competitive/training usage will impact on the pitch quality.

Playing Pitch Model (PPM)

Sport England's PPM is used to assess whether supply of pitches is sufficient at peak times. The results are shown below.

Table 7.9: Current PPM summary

Analysis area	Current surplus/deficiency of rugby union pitches			Future surplus/deficiency of rugby union pitches by 2026		
	Senior pitches	Junior pitches	Mini pitches	Senior pitches	Junior pitches	Mini pitches
Faversham	-	-	-	-0.1	-	0
Sheppey	1.5	-	1.5	1.3	-	1.3
Sittingbourne	2.5	-	1.3	2.2	-	0.9
SWALE	4.0	-	2.8	3.4	-	2.2

Those sites which have not been allocated as having regular current play (i.e. no community use) have **not** been included in the PPM analysis above (this mostly includes school sites).

Across the Borough there is a current and future surplus of senior and mini rugby pitches. The surplus of senior pitches is attributed to the spare capacity of the rugby union pitches at Fulston Manor School (Cromers Corner Playing Field). Whilst there is an identified surplus of mini pitches recorded in the Sheppey analysis area analysis of pitch capacity identifies the mini pitches at Sheppey RFC are in fact used to capacity at peak time (Sunday) and thus in reality there is no surplus at peak time. As such, access to sites which provide rugby union pitches and are not currently available for community use could potentially satisfy demand from Sheppey RFC.

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Rugby summary

- ◀ In total, there are 14 rugby union pitches (eight senior and six mini pitches) located across three sites which are available for community use in Swale.
- ◀ The majority of the Swale population are within a 15 minute drive time of a Rugby pitch with community access (See appendix 7) with a few areas such as Upchurch, Graveny, Conyer and Uplees sitting on the periphery of these catchment areas.
- ◀ In total, there are 28 rugby union teams playing across Swale. In addition, the majority of training occurs on competitive grass rugby pitches (due to a lack of designated training facilities) which further adds pressure on pitches.
- ◀ Quality of pitch provision is in general deemed to be of a sufficient level.
- ◀ Sheppey RFC reports at peak times there is not enough changing provision to accommodate all teams. It has facility development plans which include an extension to the existing clubhouse.
- ◀ Sport England's PPM model identifies there is a current and future surplus of senior and mini rugby pitches. The current surplus is attributed to spare capacity of existing sites in Swale. It is likely that rugby union participation will increase in the Borough which could be satisfied by existing provision and ensuring these sites are available for community use.
- ◀ Population growth²⁵ in Swale has been applied to provide an indication as to how many additional rugby teams will be generated in the future. This will result in an additional 4.2 rugby teams across Swale by 2026. Furthermore, In addition, Sittingbourne RFC has plans to increase by an additional two youth boy's teams and reports this will be accommodated at The Grove. However, it should be noted that the site is already overplayed due to the amount of competitive and training fixtures assigned to the pitches.

²⁵ Population Source Data for 2011 and 2016 provided by Swale District Council: Copy of Ward forecasts_14 494 dwelling scenario_results_version 2.xls

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PART 8: HOCKEY

Governance of the sport is devolved by England Hockey (EH) at a regional and local level to regional and county associations. The game is played predominately on sand based/filled artificial grass pitches (AGPs). EH has also sanctioned (in partnership with The FA) competitive use of 40mm pile third generation turf pitches. However, this is currently only for 'low level use' (i.e., training and junior competition) and not for competitive hockey.

It is also recommended that for training and community facilities long pile (60mm) is not the preferred option for teaching hockey. However, long pile surfaces are more preferable for introducing the game to beginners than poor grass or tarmac surfaces.

Consultation

Representatives from all clubs from Swale (Old Bordenians, Faversham Ladies and Gore Court) were spoken to (100% response rate) as part of the consultation exercise. Results are used to inform key issues within this section of the report.

8.1: Current provision

There are six full size AGPs in Swale. Of these, three are sand filled and are suitable for competitive hockey use with The Abbey School, Isle of Sheppey Academy and Sittingbourne Community College Sports Centre (which also accommodates a sand filled AGP) being 3G surfaces.

Table 8.1: Summary of full size AGPs by analysis area

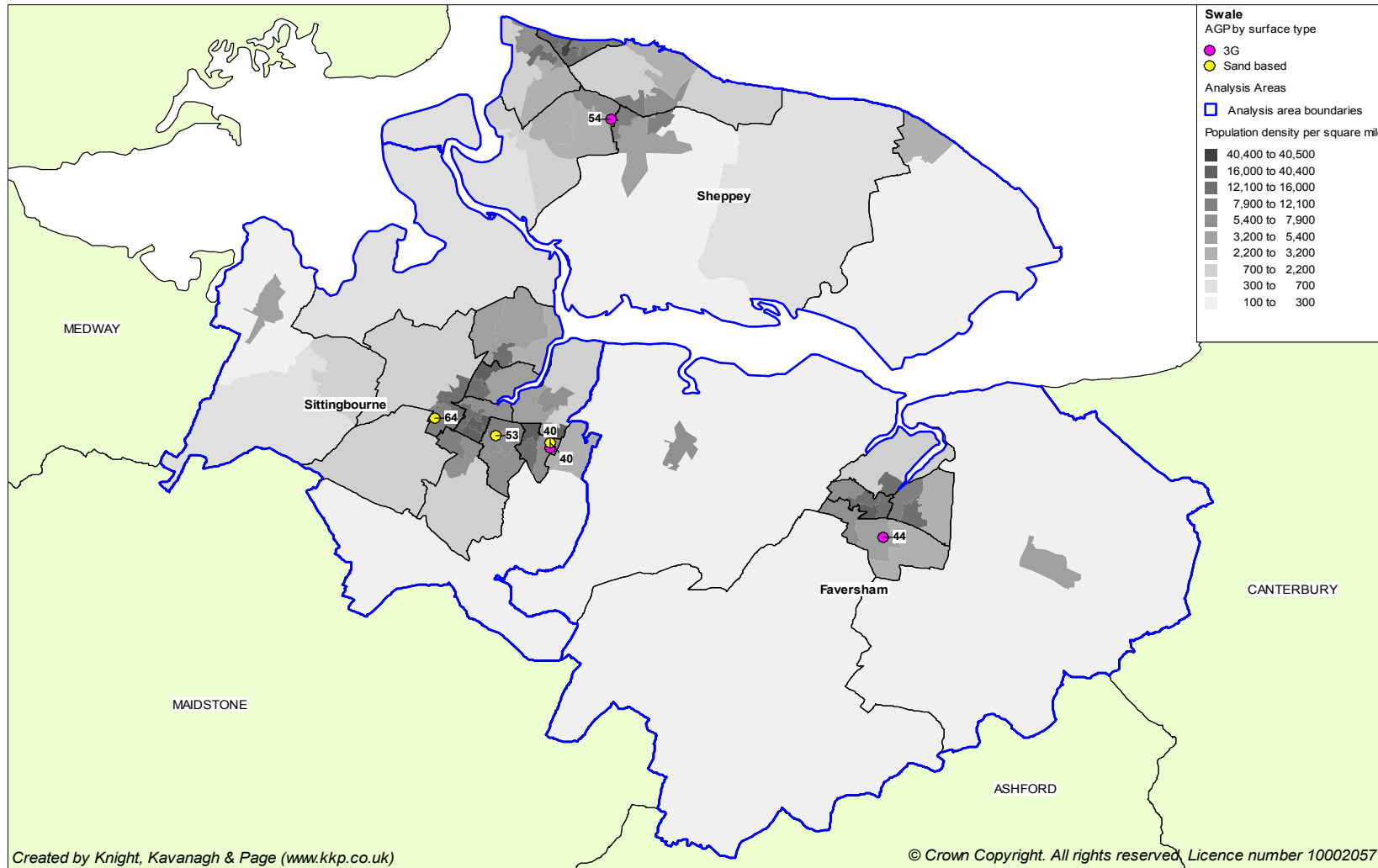
Analysis area	Number of AGPs
Faversham	1
Sheppey	1
Sittingbourne	4
SWALE	6

No grass hockey pitches were identified in the audit. All AGPs are located on education/dual use leisure centre sites which accommodate school use during the day and all are floodlit. There are no water based AGPs in Swale.

Figure 8.1 overleaf shows that AGPs are concentrated in the Sittingbourne Analysis Area which accommodates four AGPs (three sand filled and one 3G).

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 8.1: Location of AGPs in Swale



SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 8.2: Key to AGP location map in Swale

Site	KKP Ref	Analysis area	Year built	Refurbished since built	Size (meters)	Surface	Quantity	Floodlit	Community use hours ²⁶
The Abbey School	44	Faversham	Unknown	No	106 x 70	3G	1	Yes	Mon – Fri: School closing time - 21:30 Saturday: 10:00 – 20:00 Sunday: 10:00 – 17:00
Isle of Sheppey Academy	54	Sheppey	2004	No	110 x 70	3G	1	Yes	Mon – Fri: 16:30 – 21:30 Weekends: 09:00 – 21:30
Sittingbourne Community College Sports Centre	40	Sittingbourne	2007	No	100 x 60	3G	1	Yes	Mon – Fri: 17:00 – 22:30 Weekends: 09:00 – 21:00
Sittingbourne Community College Sports Centre	40	Sittingbourne	2007	No	100 x 60	Sand filled	1	Yes	Mon – Fri: 17:00 – 22:30 Weekends: 09:00 – 21:00
Borden Grammar School	53	Sittingbourne	2003	No	110 x 70	Sand filled	1	Yes	Mon – Fri: 17:00 – 21:30 Weekends: 09:00 – 18:00
Westlands School	64	Sittingbourne	1992	Yes (2006)	100 x 60	Sand filled	1	Yes	Mon – Fri: 17:00 – 22:00 Weekends: 09:00 – 22:00

²⁶ Indicative opening hours based on a Winter term-time schedule

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

8.2: Development

'The right pitches in the right places'²⁷

In 2012, EH released its facility guidance which is intended to assist organisations wishing to build or protect hockey pitches for hockey. It identifies that many existing hockey AGPs are nearing the end of their useful life as a result of the installation boom of the 90's. Significant investment is needed to update the playing stock and protect the sport against inappropriate surfaces for hockey as a result of the rising popularity of AGPs for a number of sports.

EH were seeking to invest in, and endorse clubs and hockey providers who have a sound understanding of the following:

- ◀ Single System – clubs and providers who have a good understanding of the Single System and its principles and are appropriately places to support the delivery.
- ◀ ClubsFirst accreditation – clubs with the accreditation are recognised as producing a safe effective and child friendly hockey environment
- ◀ Sustainability – hockey providers and clubs will have an approved development plan in place showing their commitment to developing hockey, retaining members and providing an insight into longer term goals. They will also need to have secured appropriate tenure.

Development programmes

England Hockey has a range of hockey programmes to support recreational and club activity which is summarised in the table below:

Programme name	Type	Where/how is this delivered in Swale?
Back to Hockey	Back to Hockey provides a gentle introduction or re-introduction to hockey. It's open to all females whether they have played before or not.	Old Bordenians Hockey Club
Rush Hockey	Aimed at increasing participation through a small sided game (5-a-side) and can be played on any indoor or outdoor surface	Old Bordenians Hockey Club

Junior Development Centres (JDC) and Junior Academy Centres (JAC)

A JDC is a local training centre for the U13 to U17 age groups. Each centre is open to any player who has been nominated by their club, school or coach. After playing for a club or school, attending a centre is the next step on the Player Pathway. In order to become a JDC, the site must provide a full size (preferably floodlit) AGP. There is a JDC operated by Old Bordenians Hockey Club at Borden Grammar School.

²⁷

<http://englandhockey.co.uk/page.asp?section=1143§ionTitle=The+Right+Pitches+in+the+Right+Places>

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

A JAC is the next step on the Player Pathway. JACs are located, in the majority of cases, at the same locations as JDCs. In Swale there is a JAC for U13 boys at Borden Grammar School.

8.3: Key issues for hockey

Quality

With the exception of Borden Grammar School, the remaining AGPs in Swale are assessed as 'good' quality. Borden Grammar School received a 'below average' score. The typical life span of an AGP is 10-12 years (this depends heavily on the type of sub base used, quality of the carpet that has been installed, amount of usage and the quality of maintenance). It is likely that two AGPs; Isle of Sheppey Academy and Borden Grammar School will require resurfacing in the next couple of years.

Old Bordenians Hockey Club has recently submitted a funding application to Sport England's Inspired Facilities Fund to replace the AGP (including a new surface) and is currently awaiting a decision. However, additional funding would be required to support this. This facility development has also been identified by England Hockey as a priority for funding as part of its latest facilities strategy.

Isle of Sheppey Academy is undergoing facility developments which will see the quantity and quality of its outdoor sports provision improved and increased. However, resurfacing the AGP will not be initially included within the facility developments but is likely to be competed at a later stage.

Community use

All of the AGPs in Swale are available for community use both during the week and at weekends. Community use at The Abbey School is specified as part of the planning condition. However, the School is applying to SBC to extend community hours at the weekend to satisfy demand.

8.4 Supply and demand analysis

The two hockey clubs currently playing in Swale (Gore Court and Old Bordenians) field a total of 20 senior teams (17 senior and three junior teams).

Faversham Ladies Hockey Club fields a ladies team, playing and training at Tower School, Hennington (located outside of the assessment area). At present this is the Club's preferred home ground as it can guarantee access to the AGP at peak time (Saturday AM). However, the Club reports large proportions of its members are from Faversham and would consider relocating if access to an AGP in the Faversham area could be secured.

Old Bordenians and Gore Court hockey clubs both have an active junior playing membership standing at 50 and 40 members. Both clubs report its playing membership (senior and junior) has remained static over the previous three years.

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Temporal demand

Temporal demand identifies times of peak demand and use of pitches throughout the week. The peak time use of artificial grass pitches for hockey is on a Saturday (i.e. this is when most pitches are in use).

Sport England's Facilities Planning Model November 2012 – Local Assessment Report for Swale Borough Council (Draft)

The Report includes a local assessment of swimming pools, sports halls and artificial grass (AGP) provision in Swale using its Facilities planning Model (FMP). The report was commissioned to help Swale Borough Council assess the extent to which the demand from the resident population of the Borough for these facility types may be currently met and to provide an indication of the likely impact of population growth. The key findings in relation to AGPs are summarised below.

The FPM takes into account the population increase up to 2031²⁸²⁹. The bespoke population projections used in the FPM indicate that the population of Swale will increase by 10.4%, or by 13,821 people from 132,522 in 2012 to 146,343 in 2031.

Supply

The FPM identifies a current supply of six AGPs across five sites. This total supply equates to a total capacity of 4,440 visits per week in the peak period.³⁰ However, only half of the supply (three sand filled pitches at Borden Grammar School, The Westlands School AGP and Sittingbourne Community College) is suitable for hockey. All hockey provision is concentrated in the Sittingbourne area. Therefore, a greater proportion of residents (78%) live further than a 20 minute walk of an AGPP and therefore less live within the walk time catchment of a site.

The three AGPs provide Swale with 0.23 AGPs for hockey per 10,000 population (in 2012) which reduces to 0.21 with the added population in 2031.

Demand

The demand for AGP provision in Swale totals 2,925 visits per week in the peak period (vpwpp). This equates to 3.97 AGPs of which approximately a quarter of the visits are for hockey. By 2032, the demand increases by an additional 300 vpwpp to 3,225 vpwpp and by approximately a third of an AGP to just over four AGPs (4.35). Hockey use accounts for 75 vpwpp of this additional demand.

²⁸ Source: Swale Borough Council commissioned ward level forecasts (August 2012 - version 2) consistent with district level forecast scenario based on building 14,494 dwellings between 2006-2031+ (10,406 dwellings between 2011-2031). Projections were produced by Business Intelligence, Research & Evaluation at Kent County Council.

³⁰ Peak Period is the times when most people want to participate. Weekday: 12:00 to 13:30, 16:00 to 22.00, Saturday: 09:00 to 16:00 and Sunday: 09:00 to 16:30

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Supply/demand balance

The FPM provides a 'global' simplistic picture of the adequacy of provision to meet demand in by 2031. This identifies an under supply (in 2012) of **-0.2 AGPs** in Swale. This undersupply is predicted to remain the same in 2031.

It should be noted that this supply/demand balance does not take into account a number of factors including the location, nature, quality and accessibility of provision in relation to demand, facilities in neighbouring areas and the cross boundary movement of demand.

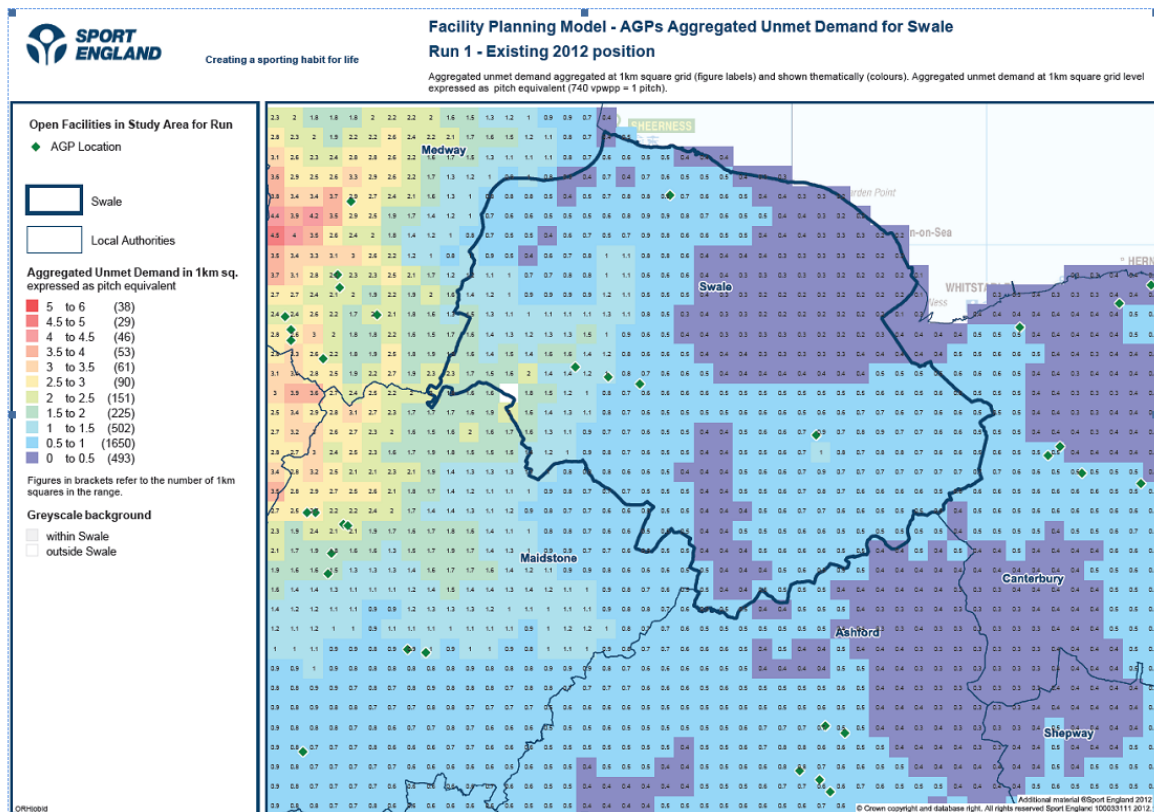
Satisfied demand

In 2012, the FPM identifies that 96.7% of demand was satisfied. This is higher than national and regional averages (England; 79.2%, South East (84.3%) and its neighbouring authorities Medway (92.9%), Ashford (94.9%) and on par with levels for Canterbury (97.2%) and Maidstone (97%). A greater proportion of the demand is for football use (98.5%) than for hockey use (90.2%). In comparison, the neighbouring authorities; Medway, Maidstone, Ashford and Canterbury) also receive lower satisfied demand scores for hockey.

Unmet demand

In 2012, a small proportion of unmet demand (3.3%) equates to 100 vpwpp (0.13 of a pitch). Hockey use represents approximately three quarters if the unmet demand in 2012 and two thirds in 2031. For hockey use 71% of unmet demand is due to residents living outside the catchment of a site and 29% due to lack of capacity.

Figure 8.2: Aggregated unmet demand (2012)



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Latent demand

Latent demand is defined as the number of additional teams that could be fielded if there was access to a sufficient number of pitches. Gore Court HC report latent demand equating to one senior men's team. Analysis of play at its existing home ground Westlands School indicates the AGP is already at capacity at peak time. It also suggests there is demand for access mid week to accommodate additional training fixtures. Demand could be accommodated at Sittingbourne Community College Sports Centre where there is currently no hockey played (due to a lack of demand). This AGP could also help to satisfy latent demand.

Hockey Team Generation Rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team. TGRs are derived by dividing the appropriate population age band in the area by the number of teams playing within that area in that age band. Calculating TGRs enables a comparison of participation to be made between different analysis areas. TGRs can help to quantify where and why to target sports development activities at a particular area where participation may be low.

The following current TGRs have been calculated for each of the analysis area based on the current supply and demand. Where no TGR is shown this indicates that no teams operate at the age group, for hockey, in that area.

Table 8.3: Hockey TGRs

Analysis area	Senior (16-45) Men's	Senior (16-45) Women's	Junior (11-15) Boys	Junior (11-15) Girls
Faversham	-	-	-	-
Sheppey	-	-	-	-
Sittingbourne	1:824	1:2194	1:271	-
SWALE	1:1,890	1:4,849	1:614	-
NATIONAL AVERAGE	1:7595	1:10,292	1:4,239	1:5115

The table above indicates that the population required to generate one team across all age groups is significantly less than the national average. Hockey participation is concentrated in the Sittingbourne analysis area.

It has not been possible to benchmark Swale's Hockey team generation rate against those recorded for its nearest neighbours as these are not robust and up to date. In addition, it is not possible to benchmark TGR's against its 'nearest neighbours' Dover, Sedgemoor, Lancaster and Havant as the local authorities either have not PPS in place or it is not robust and up to date.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Future demand

Population growth³¹ in Swale has been applied to provide an indication as to how many additional rugby teams will be generated in the future. This will result in an additional 3.8 hockey teams across Swale by 2026. Growth is predicted to occur primarily in the Sittingbourne analysis area.

Table 8.4: Future demand increases

Analysis area	No. of additional teams by 2026			
	Senior (16-45) Men	Senior (16-45) Women	Junior (11-15 Boys)	Junior (11-15 Girls)
Faversham	-	-	-	-
Sheppey	-	-	-	-
Sittingbourne	2.6	1.0	1.4	-
SWALE	2.0	0.8	1.1	0.0

In addition, latent demand is identified by Gore Court HC equating to one senior men's team.

Usage

Research conducted by Sport England into the use of AGPs suggests that provision has two principal roles – midweek training for football and weekend matches for hockey. Often, the size of the pitch is divided up for training purposes. Football training tends to dominate the use of AGPs in Swale particularly on sites where there is not hockey usage i.e. The Sittingbourne Community College Sports Centre. Where AGPs are provided in Swale these tend to be used mid week (for hockey training and at weekends (mostly Saturday) for competitive hockey fixtures.

None of the hockey clubs in Swale own its AGP. Old Bordenians Hockey Club operates a long term lease (50 years expiring in 2053) on the AGP at Boren Grammar School which is owned by the Borden Grammar School Trust. Gore Court Hockey Club rents the AGP at Westlands School which is operated by Gore Court (Westlands Ltd).

Table 8.3: Summary of hockey usage

Site name	Club	Teams	Usage
The Abbey School	-	-	No usage from hockey teams due to 3G surface.
Isle of Sheppey Academy	-	-	No usage from hockey teams due to 3G surface.
Borden Grammar School	Old Bordenians Hockey Club	Eight senior teams Three junior teams	Home ground for its matches and training programme for both senior and junior teams.
Sittingbourne Community College Sports Centre (one 3G	-	-	Both pitches are available for community use. However, at present there is no hockey usage due to a

³¹ Population Source Data for 2011 and 2016 provided by Swale District Council: Copy of Ward forecasts_14 494 dwelling scenario_results_version 2.xls

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site name	Club	Teams	Usage
and one sandbased)			lack of demand.
Westlands School	Gore Court Hockey Club	Six mens teams Three ladies teams	Used from 10:00 – 18:00 (plus) on a Saturday to accommodate the Club's competitive matches. It is also used for its training fixtures.

The table above highlights that demand from the two clubs (Old Bordenians and Gore Court) in Swale is currently being met by provision at their current home grounds. However, Old Bordenians Hockey Club cites plans to increase its playing membership which may result in additional teams over the next three years. However, it reports its existing home ground is at capacity and access to an additional AGP will be required.

Gore Court Hockey Club consider the cost of hiring the AGP at Westlands School to be expensive. It also reports financial difficulties of managing the clubhouse due to increased costs for insurance. It has a formal facility development plan which identifies the creation of a sinking fund to replace the AGP in 2020.

Faversham Hockey Club does not access any AGP provision for training primarily due to hire costs and travel.

Hockey summary

- ▶ There are six floodlit full size AGPs in Swale. Three are suitable (sand filled) and available for competitive hockey; two are rated as good quality and one (Borden Grammar School) is rated as 'below average' quality.
- ▶ There is significant football use (for training) of all AGPs in Swale which further adds to the wear and tear of carpets/surfaces.
- ▶ The hockey clubs currently play in Swale (Gore Court and Old Bordenians) field a total of 20 senior teams.
- ▶ Faversham Ladies Hockey Club plays outside of Swale at Tower School, Hennington. Given that a large proportion of players are from Faversham, it would prefer to play in the Area.
- ▶ Borden Grammar School is currently operating at peak time capacity for hockey. Any additional growth from Old Bordenians Hockey Club could not be accommodated at the site.
- ▶ Gore Court HC report latent demand equating to one senior men's team which cannot be accommodated at Westlands School which is also operating to peak time hockey capacity.
- ▶ Sittingbourne Community College Sports Centre is not used for community use for hockey and as such offers spare capacity to accommodate demand expressed from clubs.
- ▶ Sport England's Facilities Planning Model Report 2012 provides a 'global' simplistic picture of the adequacy of provision to meet demand in by 2031. This identifies an under supply (in 2012) of -0.2 AGPs in Swale. This undersupply is predicted to remain the same in 2031. It should be notes that this supply/demand balance does not take into account a number of factors including the location, nature, quality and accessibility of provision in relation to demand, facilities in neighbouring areas and the cross boundary movement of demand.
- ▶ Population growth³² in Swale has been applied to provide an indication as to how many additional rugby teams will be generated in the future. This will result in an additional 3.8 hockey teams across Swale by 2026. Growth is predicted to occur primarily in the Sittingbourne analysis area.

³² Population Source Data for 2011 and 2016 provided by Swale District Council: Copy of Ward forecasts_14 494 dwelling scenario_results_version 2.xls

PART 9: EDUCATION

9.1 Introduction

The provision of sport and recreation facilities at schools and colleges can make an important contribution to the overall stock of provision. It is therefore important to have accurate information about the number, type, quality and availability of facilities and pitches within the education sector for Swale.

The new Education and Inspection Act (2006) came into force in early 2009 and amends the existing legislation within the Schools Standards and Framework Act (SSFA) 1998, which was originally introduced by the Government requiring all schools to seek approval from the Secretary of State for Education and Employment (Education and Skills since July 2001 now the Department for Children, Schools and Families) for the sale or change of use of their playing fields. Section 77 of the SSFA seeks to protect school playing fields against disposal or change of use by requiring the prior consent of the Secretary of State before disposal or change of use may take place. The School Playing Fields General Disposal and Change of Use Consent (No.3) 2004 order highlights some limited circumstances in which the requisite approval has been delegated to the relevant governing body (i.e., local authority), which can decide whether the disposal or change of use meets the circumstances and criteria set out in the Consent Order³³.

9.2: All education provision

The following tables provide an outline of pitch facilities available within Swale.

The table below outlines the proportion that is currently available for use by the community (i.e. regular competitive fixtures by local sports clubs).

Table 9.1: Summary of all pitches at schools in Swale

Analysis area	Total no. of education pitches					
	Senior football	Junior football	Mini football	Rugby	Cricket	AGPs
Faversham	7	6	6	2	1	1
Sheppey	2	6	1	-	1	1
Sittingbourne	17	19	5	3	2	4
SWALE	26	31	12	5	4	6

A significant proportion of Swale’s junior football pitches (74%) are located at school sites; it being the most prevalent form of pitch provision found at schools.

Just over a third (36%) of senior football pitches are located at schools, of which, nearly three quarters (73%) have community use. In comparison, a small percentage of mini football pitches (16%) are identified as having community use.

³³ Full and detailed guidance can be accessed at <http://www.teachernet.gov.uk/docbank/index.cfm?id=11600>

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Table 9.2: Summary of school pitches with community use in Swale

Analysis area	No. of education pitches with community use					
	Senior football	Junior football	Mini football	Senior rugby	Cricket	AGPs
Faversham	7	-	2	-	-	1
Sheppey	-	-	-	-	1	1
Sittingbourne	12	11	-	2	1	4
SWALE	19	11	2	2	2	6

9.3: Secondary schools provision

The following table provides a summary of the key issues and findings relating to the quality of outdoor sports provision at secondary school sites that have been identified as a result of face to face consultation with school representatives.

KKP ref	School	Summary
44	The Abbey School	<p>Outdoor sports provision at the School includes three senior football pitches and a floodlit 3G AGP (funded by the Football Foundation). The pitches are considered to be 'good' quality and are playable all year round.</p> <p>During the football season the football pitches are available for community use and are used for local league fixtures. The School report the football pitches are being played to capacity. However, analysis of play identifies the pitches have the capacity to accommodate an additional seven matches each week.</p> <p>The site also accommodates a sizable grassed area which could accommodate further grassed sports provision. However, remedial work would be necessary to ensure the pitch can be used.</p> <p>As per the requirements of the funding application for the 3G pitch, Dover Athletic FC has preferential bookings. Peak use of the 3G pitch is mid week although there is spare capacity at weekends.</p> <p>Maintenance of the facilities is provided by a private maintenance company.</p>
53	Borden Grammar School	<p>The School accommodates one senior and two junior football pitches, a cricket pitch (including an artificial strip), five outdoor cricket nets, multi use games area (MUGA) and a 300 metre grass athletic track.</p> <p>Site assessments score the grass pitches as adequate. However, the sand filled, floodlit AGP is 'below average' quality.</p> <p>Old Bordenians Hockey Club operates a long term lease (50 years expiring in 2053) on the AGP which is owned by the Borden Grammar School Trust. The AGP received a 'below average' score. The typical life span of an AGP is 10-12 years (this depends heavily on the type of sub base used, quality of the carpet that has been installed, amount of usage and the quality of maintenance). It is likely that the AGP will require resurfacing in the next couple of years.</p> <p>The football pitches are used at weekends by two clubs; Park Tavern FC and Sporting Sittingbourne.</p> <p>There are plans to convert junior football pitches into dual use football/rugby pitches. External funding will be required to purchase dual use goal posts (the School is currently fundraising for this).</p>

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KKP ref	School	Summary
102	Fulston Manor School	<p>The School's on-site outdoor sport provision is confined to a concrete MUGA with includes line markings for four netball courts and six tennis courts. This is considered to be 'good' quality.</p> <p>Its outdoor grassed sports provision known as 'Cromers Corner Playing Field' is located off-site approximately 1km away from the main school site. The site includes a purpose built pavilion (including changing rooms) two senior football and two senior rugby union pitches, grids, athletic track (Summer only), two long jump pits (including run ups), two high jump areas, two throwing circles, softball pitch and two rounder's pitches.</p> <p>The pitches are rated as 'good' quality but are unsecure and open access to the local community. Therefore, unofficial use is evident.</p> <p>The football pitches are regularly used by one community football team at the weekends. There are issues with the size of the football pitches as the markings do not meet The FA pitch dimension regulations. The rugby union pitches are used by Sittingbourne RFC occasionally.</p> <p>Comers Corner Playing Field is not extensively used by the School (due to the distance from the main school site). As a result, it has an agreement with its neighboring school; Highstead Grammar to access its outdoor sports provision for its PE curriculum.</p> <p>It cites aspirations to apply to Sport England's Iconic Facilities Fund for a new indoor sports facility.</p>
56	Highstead Grammar School	<p>Site assessments score the five senior football pitches as 'poor' quality due to undulating pitch surface, poor line markings and no goal posts. The pitches are not currently available for competitive community use. Unofficial use is also a reported issue.</p> <p>The pitches are also not regularly used for PE lessons. It uses its concrete MUGA (currently line marked for three netball and four tennis courts) to deliver its curricular and extracurricular programme. However, this is not floodlit.</p> <p>The School is reluctant to open its sports provision for community particularly at weekends due to the extra staff time and management of bookings that would be required.</p>
54	Isle of Sheppey Academy	<p>Isle of Sheppey Academy is undergoing facility developments which will see the quantity and quality of its outdoor sports provision improved and increased (due to be completed by March 2013).</p> <p>Its 'east site' currently accommodates two senior football pitches. Redevelopments will also include a cricket and senior rugby union pitch. This will help to address the current shortfall of one rugby union pitch identified in the supply and demand analysis (PPM).</p> <p>The football pitches are not currently available for community use to drainage issues (which will be addressed as part of the redevelopments). However, previously they have been used by the Isle of Sheppey FC for competitive matches. There are plans to increase the level of community use once redevelopments have completed.</p> <p>The 3G floodlit AGP is used regularly by the Sheppey Sunday Football League for competitive matches and by Sheppey Rugby Club for training fixtures. The AGP is reaching the end of it life span (built in 2004). Resurfacing the AGP will not be initially included within the facility developments but is likely to be competed at a later stage.</p>

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

KKP ref	School	Summary
97	Queen Elizabeth's Grammar School	<p>Outdoor sports provision at the School includes four senior football, one senior rugby union and one cricket pitch. It also accommodates a MUGA (line markings for four netball and five tennis courts).</p> <p>Site assessments score the football and cricket pitches as 'poor' quality. The rugby pitch is scored as 'good' quality. The School reports the poor quality is as a result of recent poor maintenance by a privately contracted firm which has left problem areas.</p> <p>Whilst the football pitches are used for competitive matches there is no community use of the rugby pitches due to a lack of demand.</p> <p>The outdoor sports provision is, on occasions, used for excavation digs and the remains of a recent dig have left the cricket pitch unplayable.</p> <p>There are plans in the future to relocate the cricket pitch to ensure provision is available throughout the cricket season.</p> <p>The MUGA is earmarked for development and will be lost as a result of classroom expansion. However, this will be provided elsewhere on the site.</p>
40	Sittingbourne College	<p>Its extensive outdoor sports provision includes two floodlit AGP's (one sand filled and one 3G), two concrete MUGA (line markings for four netball courts), one cricket, nine football pitches (three junior and six senior) and one senior rugby union pitch.</p> <p>Site assessments and consultation rate the pitches as 'good' quality. However, the School reports there are slight issues with the edges of the artificial wicket which may need to be addressed in the near future.</p> <p>The School reports the pitches are played to capacity at peak times and it operates a waiting list.</p> <p>A number of community football teams use the football pitches for competitive matches including Teynham Gunners FC and Sharsted FC.</p> <p>The rugby and cricket pitches are mainly used for school fixtures and PE lessons. However, the College is open to community use should there be demand.</p>
64 & 65	Westlands School	<p>The outdoor sports provision includes a sand filled floodlit AGP, three senior football and a cricket pitch. Site assessments score the football pitches as 'good; quality. However, the cricket pitch received a 'poor' rating.</p> <p>The football pitches are available for community use and are used occasionally by local team; Swale Magpies FC. The School is reluctant to increase the level of community use as it believes this may have an impact on the quality of the pitches.</p> <p>Future redevelopment of the playing pitches is planned within the next two years as well as the development of a new long jump pit.</p>

9.4: Primary school provision

An online survey was sent to each primary (junior and infant) and special school in Swale (55 in total) via an email portal to ascertain the quality, quantity and accessibility of outdoor sports pitch facilities. A 76% return rate was obtained.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Schools with playing fields

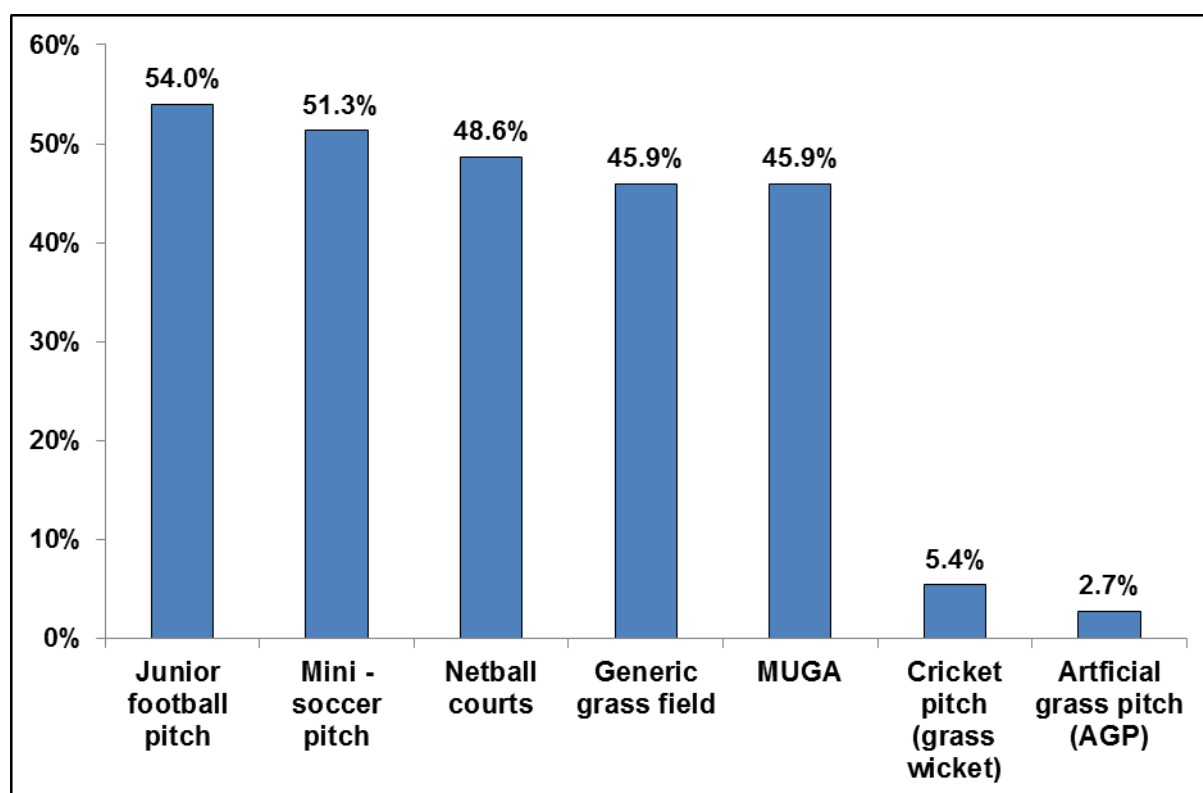
The vast majority of primary schools that returned the survey are identified as having access to a grass playing field or hard court surface, with only four schools indicating that they didn't. Furthermore, all provision is identified as being on-site, with the one exception of St. George's CEP School which indicated that they use both on-site and off-site playing facilities.

Type of outdoor sports facilities

Several types of outdoor sports facilities are accommodated at primary schools in Swale. Most sites tend to contain a junior football pitch (54.0%), generic grass field (45.9%), Multi Use Games Area (MUGA) (45.9%), netball courts (48.6%) or a mini soccer pitch (51.3%).

As to be expected, no primary schools provide senior football or rugby pitches. There is also no junior rugby pitches reported.

Figure 9.1: Type of outdoor sports facilities at Swale Primary Schools



Playing fields

The majority of responses relating to the condition of playing fields are positive. Overall quality of pitch provision is good, with all categories receiving a score of either 'good' or 'average'. In particular, 92% of primary schools score grass cover and length of grass as being 'good'. The vast majority of primary schools also rate safety margins (92%) as good. Nine out of ten (93%) primary schools report there is no unofficial use and a further 95% report there is no dog fouling on their playing fields.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Goalpost quality was the only category that did not receive a high percentage. However, it should be noted that 41% of primary schools did not provide an answer to this question. This may be due to the goal posts not being erected at the time of the primary school survey.

Table 9.4: Matrix of playing field scores

Category	Good %	Average %	Poor %	No answer/ not applicable %
Grass cover	92	3	-	5
Length of grass	92	3	-	5
Evenness of pitch	70	22	-	8
Size of pitch	89	-	-	11
Slope of pitch	87	8	-	5
Adequate safety margins	92	-	-	8
Line markings	89	6	-	5
Goalpost quality	51	8	-	41

Use of playing fields

71% of primary school playing fields are available for community use during the holidays for coaching or other similar activities. In the main activities tend to be football or cricket training and/or clubs and summer play schemes. The most common reasons as to why playing fields were not used during the holidays include lack of demand followed by issues with lack of changing accommodation and issues with access to the facilities.

These results are supported when considering wider availability of playing fields for regular community use by sports clubs, with over half of primary schools (54%) reporting that they have playing fields that are available for community use (20 in total). However, in the majority of cases it is also likely that although available, some playing fields are not currently being used for competitive matches. Schools that report regular sports team usage are; Bysing Wood Primary School, Grove Park Primary School, St George's CEP School and Regis Manor School.

Ancillary facilities

The vast majority of primary schools (85%) do not have specific changing accommodation/rooms available for sports use. Of those that do, the majority are available for community use and most rate the quality of provision as good.

44% of primary schools state there is access to car parking areas on site that is available for community use. However, a higher proportion of schools (58%) suggest that car parking is inadequate to cater for community users.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Plans to develop or expand existing provision

The majority of primary schools (71%) do not plan to expand or develop their existing outdoor sports provision. However, a significant proportion of primary schools (27%) report they do have intentions to expand or develop. Of these, only two primary schools report formal plans to develop their facilities:

- ◀ Grove Park Primary School - plans to formally line mark its playground.
- ◀ Ospringe CE Primary school – seeking eternal funding for permanent football goal posts. However, the School is located in a conservation area so this may provide difficult.

Murston Junior School also reported that they had plans to develop or expand but did not give details.

Schools summary

- ◀ There are 84 pitches (grass football, rugby, cricket and artificial grass pitches) located at schools in Swale.
- ◀ Whilst a number of schools report their outdoor playing fields are available for community use, only a small proportion of these (six primary and seven secondary) are actually used i.e. currently available and being used for competitive community use.
- ◀ In the majority of instances, where pitches are available and in use, access to school changing accommodation is limited or non-existent.
- ◀ Overall quality of primary school pitch provision is good, with all categories receiving a score of either 'good' or 'average'
- ◀ The quality of secondary outdoor sports provision varies site by site. However, where there is poor quality provision there is also limited community use.
- ◀ The quality and quantity of outdoor sports facilities at school sites varies across Swale, but the majority of sites are reported as good quality and are generally better in secondary schools.

PART 10: SUMMARY

This Assessment Report considers the supply and demand issues for playing pitches in Swale. It identifies local need from consultation highlighting the predominant issues. This will inform the development of the Strategy and Action Plan to address key issues. Strategic recommendations and provision standards will also be incorporated in this document.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 11: CONSULTEE LIST

Name	Designation	Organisation
Andrew Heap	Business Development Manager	Abbey School
Daniel Rooney	Secretary	AFC Sittingbourne
Simon Harris	Sports Projects Manager & Active Ashford Coordinator	Ashford Borough Council
Sue Foreman	Office Administrator	Bapchild and Tonge Church of England Primary School
Craig Hunt	Secretary	Bapchild CC
Rusell Temblett	Secretary	Belnor CC
Daniel Gower	Secretary	Black Bull Town FC
Danny Flower	Senior Contract Developer	Blenwoods Ground Maintenance Ltd
Peter Aylott	Secretary	Bobbing Court & Lower Halstow CC
Chris Brinn	Head of Sixth Form	Borden Grammar School
John Stubberfield	Secretary	Borden Village FC
Alan Nutten	Secretary	Boughton Under Blean CC
Julia Anthony	Business Manager	Boughton-under-Blean and Dunkirk Primary School
Dave Parry	Secretary	Bredgar CC
-	Head Teacher	Bredgar Church of England Primary School
Angela Hill	Secretary	Bredhurst Juniors FC
Jan Howe	Finance Officer	Bysing Wood Primary School
Richard Griffiths	Outdoor Leisure Manager	Canterbury City Council
-	Head Teacher	Canterbury Road Primary School
-	Head Teacher	Challenger Centre
Mr M Gates	Secretary	Chimney Boy FC
Craig Austin	Secretary	Classic Real FC
Barbara Dickenson	Secretary	Courtenay Rangers FC
Charlie Osmond	Secretary	Crooked Billet FC
-	Head Teacher	Davington Primary School
Graham Owen	Secretary	Davington Priory CC
Jamie Durbidge	Secretary	Dawes Hernhill Herons FC
Andy Hayward	Secretary	Eastchurch CC
Sylvia Bishop	Finance Manager	Eastchurch Church of England Primary School
-	Head Teacher	Eastling Primary School
-	Head Teacher	Elliott Park School
Jo Irvine	-	England Hockey Board
Chris Whitaker	Facilities and Investment Manager	English Cricket Board
-	Head Teacher	Ethelbert Road Primary School
Clare Smithson	Secretary	Faversham Ladies Hockey Club
Alex Delamain	Secretary	Faversham Rugby Club

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Name	Designation	Organisation
Tracey Axford	Secretary	Faversham Strikeforce FC
Harrison Grant	Club Manager	Faversham Town Elizabethans FC
Wendy Walker	Secretary	Faversham Town Juniors FC
Sharon Best	Business Director	Fulston Manor School
Dave Crompton	Secretary	Gore Court CC
Nigel Eves	Secretary	Gore Court Hockey Club
-	Head Teacher	Graveney Primary School
Mandy Lloyd	Business Manager	Grove Park Community Primary School
Mr Ryan Driver	Head Teacher	Halfway Houses Primary School
Daniel Goodwin	Secretary	Harps Inn FC
Jackie Warncken	Office Manager	Hartlip Endowed Church of England Primary School
-	Head Teacher	Hernhill Church of England Primary School
Ann Clements	Finance & Property Manager	Highsted Grammar School
Patrick Allison	Secretary	Holm Sports FC
-	Head Teacher	Hythe House Education
Jason Crowskey	Head of PE	Isle of Sheppey Academy
Jo Simms	Secretary	Iwade Herons FC
Lara Gibbons	Business Manager	Kemsley Primary School
Adam Hodder	Cricket Development Officer	Kent Cricket Board
Darryl Hadden	-	Kent Football Association
Karen	Sport Coordinator	Lansdowne Primary School
Richard Chesson	Secretary	Little Sharsted FC
-	Head Teacher	Lorenden Preparatory School
-	Head Teacher	Lower Halstow Primary School
-	Head Teacher	Luddenham School
-	Head Teacher	Lynsted and Norton Primary School
Trevor Martin	Secretary	Macknade CC
Jason Taylor	Parks and Leisure Manager	Maidstone Borough Council
Mr Stephen Beaumont	Secretary	MDPFL / Invicta Primary League
-	Head Teacher	Meadowfield School
Tina Martin		Medway Council
Mr John Wren	Secretary	Medway Messenger Sunday Football League
Mrs Christine Carey	Secretary	Medway News Youth League
Roger Chapman	Secretary	Milstead CC
Lara Gibbons	Business Manager	Milton Court Primary School
Mark Tucker	Secretary	Minster (Sheppey) CC
-	Head Teacher	Minster in Sheppey Primary School
-	Head Teacher	Minterne Community Junior School
Geoff Lawrence	Secretary	Murston CC

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Name	Designation	Organisation
-	Head Teacher	Murston Junior School
Debbie Harrison	Secretary	New Road Juniors FC
Lance Morgan	Secretary	Newington CC
Mark Ashworth	Secretary	Norton Sports FC
Martin Harrison	Secretary	Oak Athletic FC
David Wherrell	Secretary	Old Bordenians Hockey Club
David Brown	Secretary	Old Oak FC
Mrs Roberts	Business Manager	Ospringe Church of England Primary School
Colin Rogers	Secretary	Park Regis FC
Graham Smith	Secretary	Provender CC
Peter Kemp	Head of PE	Queen Elizabeth's Grammar School
-	Head Teacher	Queenborough School and Nursery
Eddy McEntire	Secretary	Range Rovers FC
Simon Topham	Secretary	Real 60 FC
Rick Bruin	-	RFU
Sam	School Office	Rodmersham School
Nicky	School Office	Rose Street Primary School
Mr Ray Chambers	Secretary	Sentinels FC
Jonathan Longhurst	Secretary	Sheerness East FC
Martin Read	Secretary	Sheerness East Youth FC
-	Head Teacher	Sheldwich Primary School
Neil Golding	Secretary	Sheppey Rugby Club
Mark Rogers	Secretary	Sheppey Sunday League
Mark Rogers	Secretary	Sheppey Sunday League
Hilary Carey	Secretary	Sittingbourne Athletic
Carole Harris	Sports Centre Manager	Sittingbourne Community College Sports Centre
John Pitts	Secretary	Sittingbourne FC
Trevor Smith	Secretary	Sittingbourne Lions FC
David Hall	Secretary	Sittingbourne Rugby Club
-	Head Teacher	South Avenue Infant School
Dale Greetham	Planner	Sport England
Mrs Caroline Wiles	Business Manager	St Edward's Catholic Primary School
Miss Hill	Office Administrator	St Georges C of E (Aided) Primary School
Barbara Fullegar	Office Administrator	St Mary of Charity C of E (Aided) Primary School
Mrs Caroline Wiles	Business Manager	St Peter's Catholic Primary School
Anne Jones	Secretary	Stockbury Athletic FC
Len Mayatt	Open Spaces Manager	Swale Borough Council
Alan Marolia	-	Swale Borough Council
Graeme Tuff	Greenspace Manager	Swale Borough Council

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Name	Designation	Organisation
Donner Seager	Administrator – Pitch Bookings	Swale Borough Council
James Thatcher	Recreation Officer	Swale Borough Council
Anne Adams	-	Swale Borough Council
David Simmons	Cabinet Member for Environmental and Rural Affairs	Swale Borough Council
John Wright	Cabinet Member for Regeneration	Swale Borough Council
Gerry Lewin	Deputy Leader and Cabinet Member for Planning	Swale Borough Council
John Rook	Secretary	Swale Magpies FC
Mrs E Pearson	Head Teacher	Teynham Parochial Church of England Primary School
John Cunningham	Secretary	Teynham Wanderers FC
Adam Wicketts	Secretary	The Beach FC
Stuart Lamb	FA Regional Facilities Manager	The Football Association
-	Head Teacher	The Oaks Community Infant School
Phil Radley	Secretary	The Wheatsheaf FC
Mark Pidcott	Secretary	Upchurch CC
Mr Colin Boswell	Secretary	Valley Express Kent Youth League
-	Head Teacher	West Minster Primary School
Sonia Houlker	Head of Sport	Westlands School
Ian Davies	Secretary	Woodcoombe CC
Les Cadwallar	Secretary	Woodstock Ladies FC
David Brown	Secretary	Woodstock Park FC

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

APPENDIX ONE: SOURCE OF SUPPLY AND DEMAND INFORMATION

The table below provides a summary of the appropriate sources of demand information that have been used:

Sport	Source of information
Football	<ul style="list-style-type: none"> ◀ Football Participation Report Season 11/12 (produced by The FA) ◀ League directories (for leagues servicing the Borough) ◀ Consultation with leagues (refer to Part 11 Consultee list) ◀ Swale Sports Club Register ◀ Consultation with The Football Association ◀ Booking records for Swale Borough Council, education and other pitch providers ◀ Survey to local clubs and stakeholders ◀ Face to face consultation with key clubs ◀ Internet
Cricket	<ul style="list-style-type: none"> ◀ Club and league directory (for club and leagues servicing the Borough). ◀ Consultation with leagues (refer to Part 11 Consultee list) ◀ Swale Sports Club Register ◀ Consultation with the English Cricket Board ◀ Booking records for Swale Borough Council, education and other pitch providers ◀ Survey to local clubs and stakeholders ◀ Face to face consultation with key clubs ◀ Internet
Rugby Union	<ul style="list-style-type: none"> ◀ Consultaion with The Rugby Football Union (Refer to Part 11 Consultee list) ◀ Swale Sports Club Register ◀ Booking records for Swale Borough Council, education and other pitch providers ◀ Survey to local clubs and stakeholders ◀ Face to face consultation with key clubs ◀ Internet
England Hockey	<ul style="list-style-type: none"> ◀ Consultation with England Hockey ◀ Swale Sports Club Register ◀ Survey to local clubs and stakeholders ◀ Face to face consultation with key clubs ◀ Booking records for Swale Borough Council, education and other pitch providers ◀ Internet ◀ Local knowledge
Education	<ul style="list-style-type: none"> ◀ Survey of education establishments ◀ Face to face consultation with secondary schools ◀ Booking records for education providers ◀ Local authority engagement
All	<ul style="list-style-type: none"> ◀ Sport England: Active Places ◀ Sport England: Market Segmentation ◀ Sport England: Active People

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

APPENDIX TWO: TEAM EQUIVALENTS

Rugby training team equivalents collated via consultation:

Club	Number of mid week rugby training equivalents
Sittingbourne Rugby Football Club	12
Faversham Rugby Union Football Club	4
Sheppey Rugby Union Football Club	4

Football training team equivalents collated via consultation³⁴:

Club	Number of mid week football training equivalents
Faversham Strike Force FC	7.5
Sittingbourne Athletic FC	1
Courtenay Rangers FC	1

Consultation identified training on football pitches was limited as the large majority of teams in Swale played either off site (i.e. not on the pitch) or using artificial grass pitches.

³⁴ Collated via consultation

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

APPENDIX THREE: PLAYING PITCH MODEL TABLES (FOOTBALL, CRICKET AND RUGBY)³⁵

SWALE			Football	Cricket	Rugby Union
STAGE ONE Identifying teams		Adult teams	119	62	8
		Junior teams	114	39	7
		Mini teams	30		13
STAGE TWO Calculate home games per week		Adult games	0.5	0.7	0.5
		Junior games	0.5	0.3	0.5
		Mini games	0.5		0.25
STAGE THREE (S1 x S2) Assessing home games per week		Adult games	59.5	43.4	4
		Junior games	57	11.7	3.5
		Mini games	15		3.25
STAGE FOUR Establish temporal demand for pitches	Saturday	Adult games	23%	71%	100%
		Junior games	21%	0%	0%
		Mini games	13%		0%
	Sunday	Adult games	61%	0%	0%
		Junior games	79%	100%	100%
		Mini games	87%		100%
	Midweek	Adult games	17%	29%	0%
		Junior games	0%	0%	0%
		Mini games	0%		0%
STAGE FIVE (S3 x S4) Defining pitches used for each day	Saturday	Adult games	13.5	31	4
		Junior games	12	0	0
		Mini games	2		0
	Sunday	Adult games	36	0	0
		Junior games	45	11.7	3.5
		Mini games	13		3.25
	Midweek	Adult games	0.5	12.4	0
		Junior games	0	0	0
		Mini games	0		0
STAGE SIX Establishing pitches currently available (community use only)		Adult pitches	64	25	8
		Junior pitches	20		0
		Mini pitches	11		6
STAGE SEVEN (S6 - S5) Identifying shortfall (-) and oversupply (+)	Saturday	Adult pitches	50.5	-6.0	4.0
		Junior pitches	8.0		0
		Mini pitches	9.0		6.0
	Sunday	Adult pitches	28.0	13.3	8.0
		Junior pitches	-25.0		-3.5
		Mini pitches	-2.0		2.8
	Midweek	Adult pitches	54.0	12.6	8.0
		Junior pitches	20.0		0
		Mini pitches	11.0		6.0

³⁵ Note: The PPM has not been used for hockey (artificial grass pitches) as conclusions in relation to current and future demand have been concluded following a review of Sport England's Facilities Planning Model November 2012 – Local Assessment Report and consultation with clubs and stakeholders.

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

FAVERSHAM			Football	Cricket	Rugby Union
STAGE ONE Identifying teams		Adult teams	21	21	2
		Junior teams	26	15	0
		Mini teams	3		0
STAGE TWO Calculate home games per week		Adult games	0.5	0.7	0.5
		Junior games	0.5	0.3	0.5
		Mini games	0.5		0.25
STAGE THREE (S1 x S2) Assessing home games per week		Adult games	10.5	14.7	1
		Junior games	13	4.5	0
		Mini games	1.5		0
STAGE FOUR Establish temporal demand for pitches	Saturday	Adult games	43%	71%	100%
		Junior games	54%	0%	0%
		Mini games	100%		0%
	Sunday	Adult games	57%	0%	0%
		Junior games	46%	100%	0%
		Mini games	0%		0%
	Midweek	Adult games	0%	29%	0%
		Junior games	0%	0%	0%
		Mini games	0%		0%
STAGE FIVE (S3 x S4) Defining pitches used for each day	Saturday	Adult games	4.5	10.5	1
		Junior games	7	0	0
		Mini games	1.5		0
	Sunday	Adult games	6	0	0
		Junior games	6	4.5	0
		Mini games	0		0
	Midweek	Adult games	0	4.2	0
		Junior games	0	0	0
		Mini games	0		0
STAGE SIX Establishing pitches currently available (community use only)		Adult pitches	17	9	1
		Junior pitches	2		0
		Mini pitches	4		0
STAGE SEVEN (S6 - S5) identifying shortfall (-) and oversupply (+)	Saturday	Adult pitches	12.5	-1.5	0
		Junior pitches	-5.0		0
		Mini pitches	2.5		0
	Sunday	Adult pitches	11.0	4.5	1.0
		Junior pitches	-4.0		0
		Mini pitches	4.0		0
	Midweek	Adult pitches	17.0	4.8	1.0
		Junior pitches	2.0		0
		Mini pitches	4.0		0

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

SHEPPEY			Football	Cricket	Rugby Union
STAGE ONE Identifying teams		Adult teams	23	11	3
		Junior teams	22	9	4
		Mini teams	10		6
STAGE TWO Calculate home games per week		Adult games	0.5	0.7	0.5
		Junior games	0.5	0.3	0.5
		Mini games	0.5		0.25
STAGE THREE (S1 x S2) Assessing home games per week		Adult games	11.5	7.7	1.5
		Junior games	11	2.7	2
		Mini games	5		1.5
STAGE FOUR Establish temporal demand for pitches	Saturday	Adult games	9%	71%	100%
		Junior games	5%	0%	0%
		Mini games	0%		0%
	Sunday	Adult games	91%	0%	0%
		Junior games	95%	100%	100%
		Mini games	100%		100%
	Midweek	Adult games	0%	29%	0%
		Junior games	0%	0%	0%
		Mini games	0%		0%
STAGE FIVE (S3 x S4) Defining pitches used for each day	Saturday	Adult games	1	5.5	1.5
		Junior games	0.5	0	0
		Mini games	0		0
	Sunday	Adult games	10.5	0	0
		Junior games	10.5	2.7	2
		Mini games	5		1.5
	Midweek	Adult games	0	2.2	0
		Junior games	0	0	0
		Mini games	0		0
STAGE SIX Establishing pitches currently available (community use only)		Adult pitches	11	4	3
		Junior pitches	4		0
		Mini pitches	1		3
STAGE SEVEN (S6 - S5) Identifying shortfall (-) and oversupply (+)	Saturday	Adult pitches	10.0	-1.5	1.5
		Junior pitches	3.5		0
		Mini pitches	1.0		3.0
	Sunday	Adult pitches	0.5	1.3	3.0
		Junior pitches	-6.5		-2.0
		Mini pitches	-4.0		1.5
	Midweek	Adult pitches	11.0	1.8	3.0
		Junior pitches	4.0		0
		Mini pitches	1.0		3.0

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

SITTINGBOURNE			Football	Cricket	Rugby Union
STAGE ONE Identifying teams		Adult teams	56	30	3
		Junior teams	66	15	3
		Mini teams	17		7
STAGE TWO Calculate home games per week		Adult games	0.5	0.7	0.5
		Junior games	0.5	0.3	0.5
		Mini games	0.5		0.25
STAGE THREE (S1 x S2) Assessing home games per week		Adult games	28	21	1.5
		Junior games	33	4.5	1.5
		Mini games	8.5		1.75
STAGE FOUR Establish temporal demand for pitches	Saturday	Adult games	29%	71%	100%
		Junior games	14%	0%	0%
		Mini games	6%		0%
	Sunday	Adult games	70%	0%	0%
		Junior games	86%	100%	100%
		Mini games	94%		100%
	Midweek	Adult games	2%	29%	0%
		Junior games	0%	0%	0%
		Mini games	0%		0%
STAGE FIVE (S3 x S4) Defining pitches used for each day	Saturday	Adult games	8	15	1.5
		Junior games	4.5	0	0
		Mini games	0.5		0
	Sunday	Adult games	19.5	0	0
		Junior games	28.5	4.5	1.5
		Mini games	8		1.75
	Midweek	Adult games	0.5	6	0
		Junior games	0	0	0
		Mini games	0		0
STAGE SIX Establishing pitches currently available (community use only)		Adult pitches	36	12	4
		Junior pitches	14		0
		Mini pitches	6		3
STAGE SEVEN (S6 - S5) Identifying shortfall (-) and oversupply (+)	Saturday	Adult pitches	28.0	-3.0	2.5
		Junior pitches	9.5		0
		Mini pitches	5.5		3.0
	Sunday	Adult pitches	16.5	7.5	4.0
		Junior pitches	-14.5		-1.5
		Mini pitches	-2.0		1.3
	Midweek	Adult pitches	35.5	6.0	4.0
		Junior pitches	14.0		0
		Mini pitches	6.0		3.0

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

APPENDIX FOUR: SITE VISIT PROFORMAS

Non Technical Visual Quality Assessment - Individual Pitch Assessment

KKP Site reference
Site Name

Number of pitches
Pitch ID(s)
Pitch Type

Community Use?

Pitch Issues:

Background information:

Number of games played on pitch each season

Number of games cancelled due to unfitness of pitch (excluding frozen pitches)

% of games cancelled per season

Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)

Element	Rating					Guidance notes	Comments
About the winter pitch/cricket field							
Grass cover - entire pitch / cricket field	>94%	85-94%	70-84%	60-69%	<60%	Where, 90%+ grass cover should be given 'Excellent'; less than 60% should be considered 'very poor'	
Length of grass	Excellent	Good	Poor		Very Poor	The ideal length of grass will vary between sports	
Size of pitch / cricket field	Yes - fully		No- but adequate		No - not adequate	Does it meet the NGB standard? See pitch sizes tab for dimensions	
Adequate safety margins	Yes - fully		No- but adequate		No - not adequate	Does it meet the NGB standard? See pitch sizes tab for dimensions	
Slope of pitch / cricket outfield (gradient and cross fall)	Flat	Slight	Gentle	Moderate	Severe	Cricket wickets should be flat.	
Evenness of pitch / cricket field	Excellent	Good	Poor		Very Poor	Where field is completely level = 'Excellent'	
Problem Areas: Evidence of Dog fouling	None		Yes - some		Yes - lots	If no evidence, assume none. May wish to refer to user survey	
Problem Areas: Evidence of Glass/ stones/ litter	None		Yes - some		Yes - lots	If no evidence, assume none. May wish to refer to user survey	
Problem Areas: Evidence of Unofficial use	None		Yes - some		Yes - lots	eg informal, casual use, unbooked use, kids kickabout etc. If no evidence, assume none. May wish to refer to user survey	
Problem Areas: Evidence of Damage to surface	None		Yes - some		Yes - lots	eg. golf divots, car-parking on field etc. If no evidence, assume none. May wish to refer to user survey	
Training ; Estimated number of hours per week in season	0	1 to 2 hrs	2 to 4 hrs		4+	Training which takes place on the pitch area	
Changing Accomodation							
Changing Accomodation	Yes				No	Is the pitch served by changing facilities	
About the equipment/ wicket...							
Winter Sports Only- Goal Posts - quality	Excellent		Good		Poor	Upright, straight, painted, for football, goals are there safe net hooks at both ends. If posts are dismantled after game, or are removable goals, assume Excellent.	
Cricket Only - Is the wicket protected when not used	Yes				No	Is the wicket protected when not in use - can be roped off or covered.	
Line markings - quality	Excellent		Good		Poor	e.g. Have they been painted recently; are lines straight and clear etc	
Training area	Yes				No	eg nets/ goals/ grids off main body of pitch	

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Non Technical Visual Quality Assessment - Changing Accomodation

KKP Site reference

Site Name:

Changing Accom
Name

Assessment undertaken by:

Date of Assessment:

Capacity of changing rooms;

(Number of teams that can change at any one time in the facility)

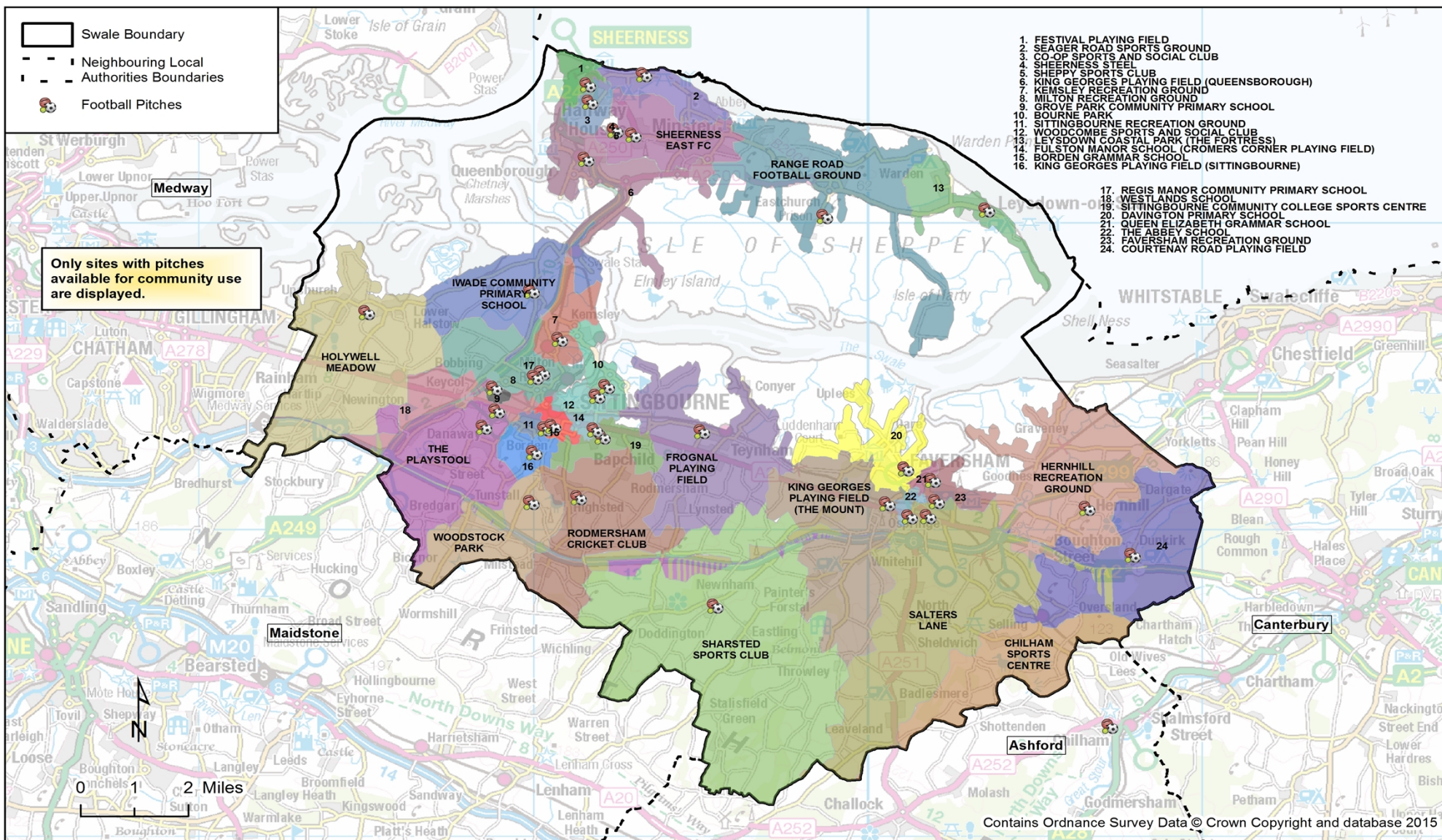
Changing Accomodation Issues:

Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)

Element	Rating								Guidance notes	Comments	
About the Changing Accomodation											
Overall Quality	Excellent		Good		Average		Poor		No changing		Perceived quality of changing accommodationDoes it look well maintained, clean, safe etc
Evidence of vandalism	None		Yes - some				Yes - lots				Damage to pavillion, graffiti, broken glass etc
Showers	Yes - Good		Yes - OK		Yes -poor			No			Are there showers facilities, what is their quality (if known)
Toilets	Yes - Good		Yes - OK		Yes -poor			No			Are there toilets - what is their condition (if known)
Parking	Good				OK			Poor			Is there enough for circa 20 cars, bays marked out etc
Links to public transort	Good				OK			Poor/non			Is the site close to public transport links, proximity to bus stop, train station, hubs.
Security	Good				OK			Poor			Does the accomodation look secure - secure doors/windows, evidence of breakins (may get info from User Surveys)
Segregated changing	Yes					No					accomodation be used by both male and female teams at same time

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

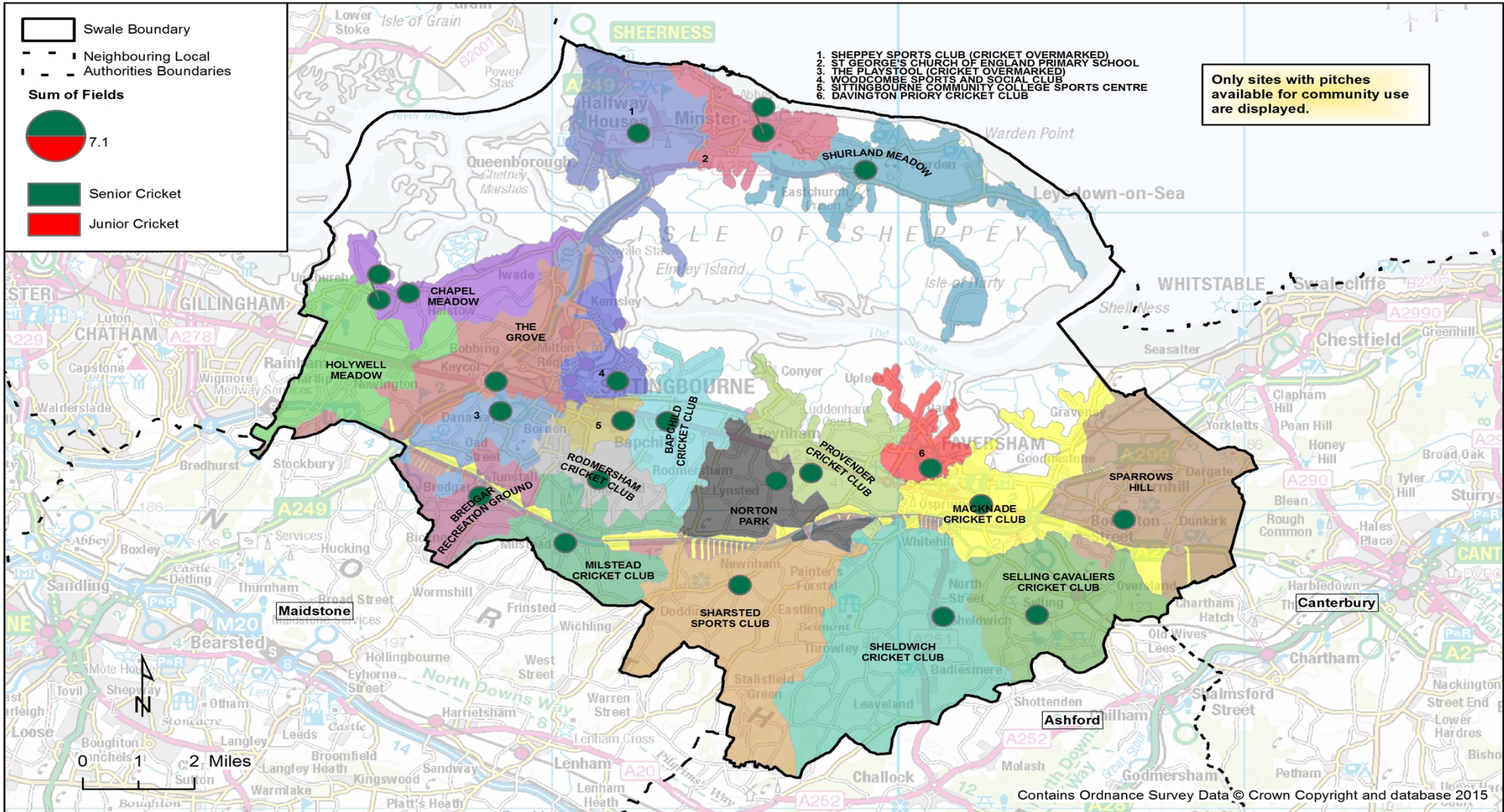
APPENDIX FIVE: FOOTBALL PITCH SERVICE AREAS



Service areas of Football pitches (up to 15 minute drive time)

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

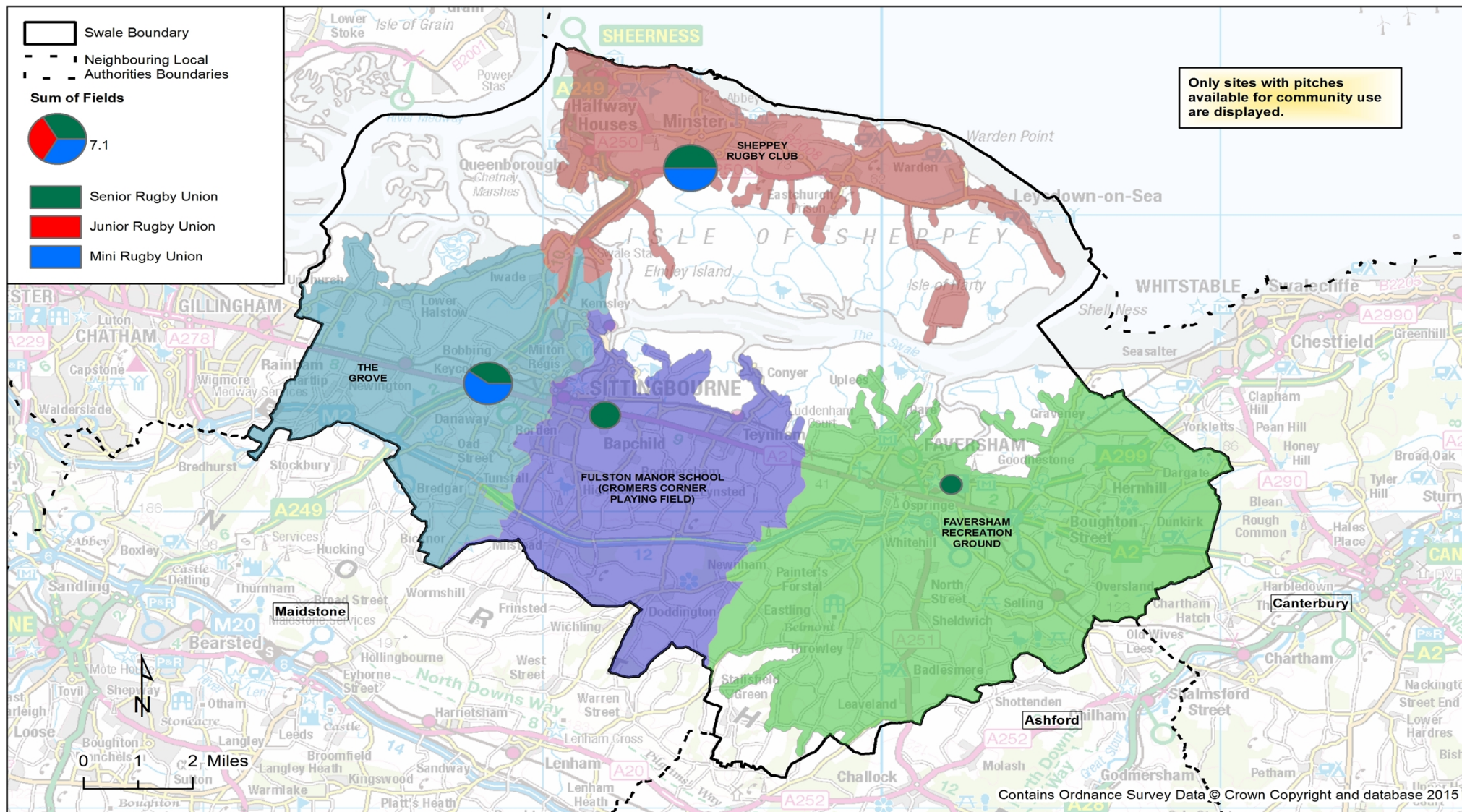
APPENDIX SIX: CRICKET PITCH SERVICE AREAS



Service areas of Cricket pitches (up to 15 minute drive time)

SWALE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

APPENDIX SEVEN: RUGBY PITCH SERVICE AREAS



Service areas of Rugby Union pitches (up to 15 minute drive time)